



# **Key Messaging Trends 2021:**

**Why organisations  
are moving their  
communications online.**

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**With the rate of technological advancements, the world of communications is constantly changing, paving a way for new, innovative technologies to emerge, stamping out manual processes, improving business efficiencies and assisting to create the perfect customer experience.**

For organisations everywhere, the power of technology shapes how we interact and communicate internally with employees and stakeholders and externally with customers and clients.

Communications technologies like fax and SMS, although seen by many as outdated technology, continue to persist in organisations and are growing in popularity due to their convenience and our reluctance to accept digital change.

Traditional paper-based fax machines remain part of routine operations in many industries across Australia, with fax usage continuing to grow by an average of 27% year-on-year.

SMS, on the other hand, is being embraced by many organisations as a direct communications tool to assist in keeping audiences updated and informed. From marketing and promotional materials in retail to appointment reminders and scheduling in healthcare, SMS plays a vital role in businesses everywhere.

**So where does fax and SMS fit into business communications in the future and what are the key messaging trends you need to be aware of in 2021?**

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# Key messaging trends

## Personalisation and interactive messaging

In the 21st century, organisations are having conversations with their customers and are finding new, effective ways to communicate and market their products and/or services by embracing communications channels that their customers use every day. 66% of businesses have chosen better personalisation as their key focus, with 71% of companies that have implemented advanced personalisation reporting either 'good' or 'excellent' ROI, compared to only 35% who are not yet using it.

Deloitte's Mobile Nation 2019 report found that 9 out of 10 Australians own a smart phone, with Australians spending on average three hours a day using our devices. Not only is SMS an effective communications channel to connect directly with your customers, SMS provides you with the ability to have 2-way conversations, personalise messages via custom/dynamic fields and promote interactive messaging.

Although SMS may be a great way to give your business a boost and communicate more effectively with customers, no matter what communications channel you choose, whether it's SMS, social media or email, personalising communications assists with improving end-to-end customer experiences. By understanding the customer's wants and needs through data analysis, you can provide customers with personalised interactions through messages displayed on your website, through email communications, SMS and more.

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## Increased focus on privacy and security

With organisations continuing to move towards incorporating digital technologies in their everyday processes to communicate with others, sensitive data is continuing to be sent via email and other forms of communication methods that remain unsecure and vulnerable to security attacks. As found in the 2019 Australian Cyber Security Centre Small Business Survey, the impact of cybercrime in Australia is extensive, with one report made every 10 minutes, and estimated annual losses to cybercrime equating to more than \$300 million per year. The same survey found that almost half of small to medium-sized businesses (SMBs) in Australia spend less than \$500 on cybersecurity per year. Some major barriers to improving security measures in organisations include:

- Lack of dedicated IT staff
- Planning and responding
- Complexity and self-efficacy
- Underestimating the risk or impact of a cyber incident

Although these barriers exist, a cyber security incident can cripple an organisation, ultimately leading to insolvency. Due to this, IT security has been top-of-mind in 2021, with Australian organisations planning to spend \$5 billion on IT security and risk management products and services this year.

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## Digital transformation within business

Digital transformation in the 21st century is necessary for organisations to increase business efficiency and eliminate manual processes and data handling. As technological innovations continue to arise, businesses look to integrate technologies into current processes to streamline service delivery and deliver value to customers.

The COVID-19 pandemic forced a faster acceptance of digital technologies for organisations around the world, with the need to adapt to remote working environments and embrace new communications technologies to aid in a smooth communications experience with both internal and external stakeholders.

Although some changes may only be temporary, many technological integrations such as streamlining communications processes by moving fax or SMS communications online will be permanent. By 2022, IDC predicts that 70% of all organisations will have accelerated the use of digital technologies, transforming existing business processes to drive customer engagement, employee productivity and business resiliency.

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## Transparency in processes and services

As increasing numbers of customers rely on the internet to research and buy products and/or services, the need for trust in business has become essential. Continuous transparent – and even passionate – communications is essential to business success, where customers demand organisations to be transparent and open with not only their processes, but also their pricing, privacy policies, terms and conditions and more.

PwC's 2019 report found that 56% of businesses are concerned about a lack of trust, down from 65% in 2018. Roy Morgan's 2020 trust survey, conducted at the height of the COVID-19 pandemic, found that organisations in the retail industry were selected by Australians as their most trusted brands – with Bunnings sitting at the top.

The risk of distrust is not just a reputational issue, it can also have a material impact on an organisation's revenue and market value. By building transparency in your organisation, you establish trust, expand relationships with customers and promote your business and credible and authentic.

Solid trust and transparency in your business leads to higher customer engagement, positive brand awareness and overall higher customer conversion. A great way to build transparency in your organisation is to remain open and send a clear and authentic message when communicating with internal and external stakeholders.

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## GoFAX Reseller platform, built for all types of business

The GoFAX Reseller Program is ideal for organisations from every industry looking to earn additional revenue by adding online fax and SMS to their existing product offerings. This white-label solution allows you to completely customise the platform with your own pricing, branding, as well as manage your own client accounts and reporting.

## Telecommunications providers

Does your organisation already offer voice, video or other telecommunications solutions? The GoFAX Reseller Program provides your business with the perfect additional services, complimenting your existing portfolio. By adding fax and SMS solutions to your service offerings, you have the ability to provide your customers with an all-in-one communications solution.

## IT solutions businesses

Many corporations and organisations outsource their IT to credible businesses. If you know your customers continue to use traditional fax machines to transmit documents on a daily basis, now is the perfect time to offer them the opportunity to move their fax communications online – and provide additional communications solutions including SMS.

## Healthcare solution providers

Faxing is still a huge part of the healthcare industry – with 90% of healthcare organisations still relying on fax machines to transmit patient data. When dealing with the sending and receiving of sensitive information on a daily basis, it's important your customers have a secure communications solution that meets industry compliance and security standards.

By becoming a GoFAX reseller, you can assist your healthcare clients to move their faxing to the cloud, providing them with a 100% HIPAA compliant online fax solution. Your clients can also benefit from an online SMS service to assist their healthcare organisation in boosting business revenue, reducing appointment no-shows and improving overall patient care.

## White-label partners

Many communications and technology providers want to offer online fax and SMS services, but maintain their brands' identity across all aspects of their solution. For these companies, the GoFAX Reseller Program offers a completely re-brandable online fax and SMS solution, so you can easily add fax and SMS solutions to your service offerings under your brand's name.

## SaaS vendors

Is your organisation classified as a SaaS vendor or software company, selling B2B apps for organisations in industries including real estate, healthcare, finance and legal? Enhance your offerings with GoFAX's online fax and SMS solution. Provide existing clients with the added benefit to move their faxing online and implement SMS, while attracting new customers with a focus on innovative, cloud-based communications solutions.



## Benefits of the GoFAX Reseller Program

### Get ahead of the competition with GoFAX's industry-leading platform

Online fax and SMS services are still in high demand, with organisations in industries such as healthcare, finance, government and legal still relying on fax to transmit data on a daily basis. By becoming a GoFAX reseller, you can provide your customers with the ability to retire their costly, unreliable and error prone legacy fax machines and move their fax communications online, improving security and ensuring their faxing remains industry compliant.

Not only will your clients benefit by reducing their costs and improving business efficiencies, as a reseller you'll outmatch your competitors by adding online fax and SMS solutions to your service offerings, capitalising on an additional revenue stream.

### Build credibility with Australia's trusted fax and SMS provider

When choosing to add fax and SMS solutions to your business service offerings, it's important to ensure the communications provider you select is proven, reliable and trusted. In doing so, you build credibility in your organisation and improve customer trust in your business.

Some of the major barriers businesses face when choosing a fax and SMS provider include:

- Being redirected to overseas sales and support teams
- Unreliability and downtime of service
- Compliance or security issues in regulated industries
- Lack of tools to assist resellers when managing customers or clients on a large scale

Being in the business for over 20 years, we have thousands of customers across the country that can support our claim as Australia's leading fax and SMS provider. When you choose GoFAX, you're choosing a reliable, industry compliant, government accredited solution that's tailor-made to provide your organisation with fax and SMS solutions that meet your customer's requirements.

Not only does adding GoFAX to your current service offerings provide your existing customers with increased value and choice when using your services, with an increased portfolio of solutions for your organisation, GoFAX can help to attract new customers and clients – ultimately improving business revenue.

## Receive best-in-class sales and support

As a GoFax reseller, you'll receive a dedicated account manager to ensure your implementation of GoFax's fax and SMS solution is as smooth as possible. With our teams based solely in Australia, you'll never be redirected to any overseas sales or support teams.

We'll ensure your account is setup and running within minutes and provide you with all the necessary materials to get you started with GoFax. We also offer the option for priority support, providing you with dedicated 24/7 support to ensure issues can be handled around the clock.

## Guarantee customer compliance with advanced security measures

As Australia's #1 leading Fax and SMS provider, we offer a secure and reliable, business-grade infrastructure-driven solution offering multi-site redundancy, so you can provide your customers with peace of mind through our secure and reliable cloud-based infrastructure, with a 99.99% uptime guarantee.

Give your customers complete visibility over their fax and SMS communications with our secure management dashboard, providing you and your customers with real-time access and monitoring of fax and SMS queues.

GoFax's added security measures include multi-tiered security access, so you can setup and manage separate access permissions for your team and your customers, optional auto-delete features and data sovereignty – so you ensure your customers remain compliant when sending data via fax or SMS through GoFax.

Our system also complies with many regulations and recommended security practices across various industries including:

- QITC accredited: Q-5426
- NSW HealthShare approved vendor: 521168
- HIPAA accredited
- Privacy ACT 2012

## Boost business revenue with high commissions

We offer competitive wholesale pricing on both fax and SMS solutions, with monthly post-paid billing options for resellers. This allows you to invoice your customers with your own custom pricing. Our cloud-based fax and SMS solutions means there's no infrastructure or hardware costs involved, providing your organisation with great profit margins and endless opportunities for scalability.

## How to get started with the GoFAX Reseller Program

Looking to add online fax and SMS solutions to your service offerings? Getting started with the GoFAX Reseller Program is easy.

[Sign up for a free trial today](#) or contact our sales team on [1300 928 872](tel:1300928872) for a demonstration on the GoFAX reseller platform.

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