

FAXAGE Internet FAX satisfaction survey released

Key metrics validate the FAXAGE value-leader strategy

February 12, 2008 - Denver, CO - EC Data Systems announces results of FAXAGE Internet FAX service customer satisfaction survey.

FAXAGE, a leading provider of Internet FAX services, has recently completed its first annual customer satisfaction survey. Overall, the results show strong satisfaction with the value proposition of the brand in terms of cost and reliability metrics. The survey results also provide FAXAGE with valuable information in terms of what features and improvements will further differentiate the FAXAGE service from competitive offerings.

Customers were surveyed on four key metrics: Cost, Reliability, Features and Overall Satisfaction with the FAXAGE service. Further, customers were given the opportunity to provide feedback as to what they like best and what they would most like to see improved with respect to the FAXAGE service.

Based on the results, FAXAGE rates highest on Reliability and Overall Satisfaction, with 98% of all customers giving an above average rating to the service. These metrics were closely followed by cost, which 95% of customers felt was better than average. The average scores for each of these - on a 1 to 7 scale - were in excess of 6 for all metrics surveyed.

Says Christian Watts of EC Data Systems - the owner and operator of the FAXAGE service, "The good news is that our overall satisfaction rating shows that more than 98% of our customers feel that the FAXAGE service is above average in serving their needs. The better news is that a large percentage of our customer base took the time to respond and let us know what they would like to see us doing next."

Based on the survey, EC Data Systems plans to roll out enhancements to the FAXAGE service over the upcoming quarters. These changes will be directly targeted at those areas for which customers provided detailed feedback.

The survey also highlighted that the FAXAGE strategy of building a value-leading service for the small to medium business segment is continuing to gain momentum. Small to medium business clients' free-form responses indicated that satisfaction does not just come from low cost. The right functionality delivered reliably for a fair price is what small to medium business customers are looking for. In addition, U.S.-based, business-quality support and responsiveness were pointed out as key advantages by many clients.

Some comments included:

"How easy it was to use it from my existing ERP." - H.A. Denver, CO

"FAXAGE has a fantastic price point for high volume faxing. Several better known competitors warned about your uptime at that price, but there has been little downtime and it was addressed in a timely fashion. Overall, we are very pleased with our service from FAXAGE." - E.W. Wauwatosa, WI

"We love the responsiveness when we request something new or have trouble with something." - L.P. Decatur, AL

About EC Data Systems / FAXAGE

EC Data Systems is an Application Service Provider located in Denver, CO. Founded in 2002, the company focuses on providing value-added services to clients in the small and medium business (SMB) segment through its in-house designed and operated application portfolio. FAXAGE is EC Data Systems' flagship platform and has been providing Internet FAX services since 2004.

FAXAGE provides unique value to SMB's through its fully multi-user design, competitive pricing, and multiple integration methods including Web site, email and API. The service strives to be the recognized value leader by offering the best balance of price, quality, performance and features in its space.

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