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## **eFax® Finds Small Businesses Enjoying Unexpected Benefits from Going Green**

*Customers Report Environmentally-Conscious Processes Reward Customers, Employees, and the Bottom Line*

LOS ANGELES--(BUSINESS WIRE)-- eFax®, the world's leading online fax service and a brand of j2® Cloud Services, Inc. (NASDAQ: JCOM), today announced the results of a 2014 "Going Green" campaign in which the company solicited input from eFax customers regarding the effects of incorporating environmentally-friendly practices into the workplace.

Respondents relayed stories about how implementing "green" processes (such as online faxing) were helping their businesses. One recurring example was how switching to online faxing and other cloud services cut costs. "Literally in the first month we saved \$5,000 in printing costs," said Wesley B., an eFax customer in the medical factoring industry. Property manager Richard C. said, "We have cut paper and ink supply costs by over 80% by receiving, processing and communicating with prospective tenants electronically vs. with hard copy documents."

### **Green Policies Have a Surprising Impact on Customer Service and Staff**

Respondents noted improved customer service by moving fax communications - such as order confirmations, to the cloud. Because faxing online via eFax is faster than processing with paper, companies found customers not only noticed the quicker turnaround time but also appreciated the expediency.

Customers also stated employees felt more inspired at work, believing they were part of a company contributing to an important environmental cause.

The benefits of going green also extend outside the workplace. Respondents found increased flexibility gave them and their staff more time with their families, without compromising their productivity. "Having an in-home office enables me to work at home two days a week," said Tim C., whose legal practice uses eFax. "This reduces my commute miles by 40%."

"We at eFax have always considered it our primary objective to empower small businesses to get more done, from anywhere, anytime," says Mike Pugh, Vice President of Marketing for j2 Cloud Services. "It's gratifying to see from our survey that by implementing environmentally-conscious processes like online fax, we're helping customers save money and provide better customer service. And we're also contributing to improvements in job satisfaction and "work-life balance."

([Click here](#) for an [infographic](#) depicting the types of benefits reported by eFax customers.)

Tweet this: "#eFax Finds SMB Benefit GoingGreen:<http://goo.gl/TMk3t9>"

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### **About eFax**

[eFax®](#), a brand and registered trademark of j2 Cloud Services, Inc., is the world's leading online fax solution, with more than 11 million customers worldwide. eFax lets users receive, review, edit, sign, send and store faxes entirely online — by email, through a web interface or using a mobile app. eFax offers a range of plans for individual and business users. Learn more at [www.efax.com](http://www.efax.com).

### **About j2 Cloud Services, Inc.**

[j2 Cloud Services, Inc.](#) is the Business Cloud Services Division of j2 Global, Inc. (NASDAQ: JCOM), the global provider of Internet services. j2 Cloud Services offers Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications and CRM solutions. It markets its services principally under the brand names [eFax®](#), [eVoice®](#), [FuseMail®](#), [Campaigner®](#), [KeepItSafe®](#), [Livedrive®](#) and [Onebox®](#), and operates a messaging network spanning 49 countries on six continents. For more information about j2 Cloud Services, please visit [www.j2.com](http://www.j2.com). For more information about j2 Global, Inc., please visit [www.j2global.com](http://www.j2global.com).

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