

Quick guide to Elertz

When you have to get your message across

The biggest issue websites face today is how to effectively communicate with customers. Email efficiency continues to decline as a result of clutter, spam and delivery issues. And, with websites requiring the user to come back to the site again and again to check for changes, the online experience is increasingly tenuous.

Elertz has created a brand new communication channel that delivers information directly to end-users on their desktops outside of the clutter of email. The end user controls the types of information sent ensuring that the information is always relevant. The fact of 100% guaranteed delivery in 30 seconds makes sure that time critical events are never missed! The highly visual delivery method makes certain that the end user will open the message delivering in excess of 90% open rate.

Sick of your email campaigns landing in your customers' spam folders?

Are your open rates dropping and your opt-outs rising?

Who is Elertz?

Elertz is a software development house that has released onto the internet a brand new worldwide patented piece of technology. The Elertz technology comes in 3 different forms - Browser, Desktop and Flash. Elertz allows customers, portals and big websites to use the technology and re-brand it as their own.



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What do Elertz do?

Elertz partners with websites/portals or any company with an internet/intranet presence and allows them to use our technology and re-brand it as their own. Once re-branded, they get their end-users/customers to download it. When the end users have opted into receiving alerts via Elertz it gives the partner direct access onto the end user's PC to deliver the specific news/products/tickets/events that the end user has requested and only that. If a partner attempts to spam users with additional information that has not been requested then the end user can simply cut the direct connection. Elertz is not push-based technology it is pull-based technology.

The technology is a revolutionary communication channel; an alerting tool that streamlines communication, improves customer relationships and customer retention. The end user can get a wealth of information through one easy request, be it sports news, breaking news, share price movements, auction movements, newsletters, jackpot levels. And, with the known fact that it's 100% guaranteed delivery of what is important to them in real time, consumer perception of the organisation also increases.

In these modern times, organisations deliver the mass of their information to users through email, their website, or through contact centres and SMS. However, these channels of communication have become so overburdened that they are no longer effective, and are increasingly so expensive that they are proving to be prohibitive. Users have to find information on websites, or buried in their emails. Elertz offers the best communication channel available for end user requested information. No Spam, guaranteed delivery in 30 seconds and for the partner full traceability.



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Key benefits of using Elertz

Brand awareness

Brand awareness remains key for a majority of online companies and elertz can help greatly with that need. For example in the browser based version, every window opened by the end user will have the logo of the partner in the top left of the screen, which also acts as a hot link back to the site. Similarly in the Desktop version the organisation's branding surrounds the communication channel box.

Streamlined communication

Any end-user who uses the Elertz system is guaranteed 100% delivery in 30 seconds. With an email system, you never know if your message will get past the spam filters to be delivered, or indeed if that message was then opened and read by the end-user. Elertz solves the problem of your message not getting to your end user. Indeed the open rates at the moment are an outstanding 96%! This is due to the end user having requested the information, so anything coming through the elertz communication channel is of interest to that specific end user.

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Build trust

When a customer subscribes to a partner to receive information, they are *creating a one-to-one relationship based on trust* that can never be spammed or invaded. The consumer dictates the type of messages that are sent to his/her desktop and can manage these preferences at anytime. Messages appear on the desktop in a highly branded, visual format.

Users are inundated with email on a daily basis. Even messages from companies that customers are receptive to receiving information from are often missed or deleted due to overzealous Spam filters. The new communication channel that Elertz has created delivers information directly to the desktop eliminating the need to sift through email and easily bypasses the Spam filters since it's a separate identity.

End users want to control the information delivered to them and companies should want to deliver the information that customers want! Using this brand new communication channel, consumers control the type of information that is sent to them and they are able to opt-in and out of different messages as they see fit. This increases relevancy and responsiveness.