



E-Commerce :  
How Retailers can benefit from elertz

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## Overview

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### Elertz for Retailers

When you need a wide reaching secure and instant broadcast messaging system elertz can help where traditional e-mail and other mediums fall short. Retailers have a good selection of tools for their communications requirements and most will use e-mail as their primary electronic customer retention tool. However with elertz, retailers can now add another more system that is tailored to the job that will greatly improve upon that offered by e-mail.

## For the Retailer

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### Fine tuned product updates

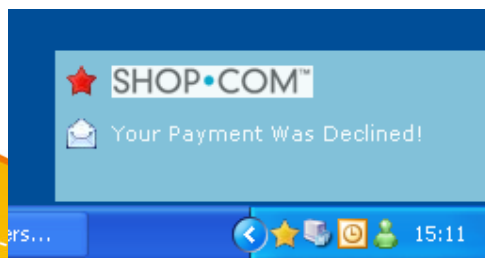
You customers can opt in to receive updates on a product whether that is a price or stock update. Customers can be updated when a particular item is added to your catalog. In fact it can be as broad or as fine grained as you decide.

### Fine tuned special offer updates

Your users can opt in to receive special offer notifications across a range of categories or only within an area they are interested in.

### Order process updates

Keep your customers updated with instant automated messages about their orders progress from payment right through to shipping, delivery or returns.



## Business to Business Logistics

You can easily create update channels on important logistical areas such as stock availability and delivery updates.

## Key features

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### Easy to Deploy

Want to create a client widget? Its really easy just use the elertz partner website and follow the simple steps to build a widget in 5 minutes! Want to create a new communications channel for your customers to subscribe to? That's no problem, just use the partner site to walk you through that to.

### Branded

The elertz client can be branded with your company look and feel such as a logo and color scheme. Having a re-brand? No problem, simply update your elertz client settings centrally and all of your clients round the internet will get the new client.

### Instant

Using the patented elertz instant broadcast system your customer will receive the message within 30 seconds of you sending it.

### Private

Elertz sends no actual message it simply sends a URL to the customer where the message can be held securely. This URL will typically be using HTTPS and none of the data sent through system is ever clear text. In essence it lets the customer know there is a message or updated content for them.

### Tamper Proof

When a customer receives an e-mail from an organization there is a risk that mail may not contain what was originally

sent or worse may not have come from the who the sender is purporting to be. Elertz does not suffer from this weakness. It is SPAM proof both for the publisher and the receiver who is in complete control of the communication channel.

## Summary

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Elertz is a messaging system which was designed from the ground up to address some of the problems associated with existing messaging systems. Retailers will find the elertz system an invaluable tool in their success of their on-line operation. Elertz is still very easy deploy as it uses standard internet protocols and nothing of a proprietary nature.

