



Expresso Email Communications



Develop and distribute email communications along with print, mail and text messaging on a single platform.

Nordis' email solution allows you to maintain privacy and security while delivering consistent and impactful communications.

BENEFITS

- Seamlessly integrated, easy-to-use email solution
- Leverages existing Expresso data fields, business rules and content
- Best-in-breed solution used by Airbnb, Uber, Yelp, Spotify and Glassdoor*
- Unmatched deliverability*
- Compliant including the ability to use an authentication landing page to view PDF
- Dynamic, tailored content for optimal engagement
- Easy to implement

TECHNOLOGY PARTNERSHIP*

Nordis has partnered with SendGrid to integrate email communications with Expresso. As a leading commercial email provider, SendGrid handles email communications for Airbnb, Uber, Yelp, Spotify and Glassdoor. Its key differentiator is in ensuring the highest delivery rate possible.

CREATING EMAILS

Creating emails in Expresso is similar to developing letters using document templates. Both tap into the existing data integration, business rules and content library that are the core of Expresso's CCM functionality. Expresso has a robust HTML editor for creating emails and other email capabilities that streamline electronic communications for companies and deliver a great CX, including:

- Personalize information in the body of the email.
- Present variable information in the email subject line sourced from your file.
- Send real-time emails, such as reservation/appointment confirmations using API connectivity in place of traditional batch file processing.
- Design emails with full color and graphics and the latest in responsive HTML that automatically re-size for smaller mobile screens.
- Include links that drive customers to your website or payment portal, adding value and simplifying the customer's payment experience.
- Apply appropriate levels of security to protect customer privacy.
- Include opt-out links to ensure compliance.

CHOOSING THE RIGHT EMAIL

All customer emails are not created equal. Espresso's versatility allows you to develop and distribute a variety of email communications:

- 1. Message-only email.** The primary message is contained in the email itself. Message-only emails can be fully designed using the latest HTML responsive-design techniques and include logos, color photos and more.
- 2. Standard email.** The email can contain messaging in the body, but the primary communication is viewable via a link to a PDF document that is managed through Espresso and is identical to its hard-copy counterpart.
- 3. Secure email.** Similar to a standard email but requires customer authentication when clicking the PDF link (e.g., view document). It is most often used for sending more sensitive customer communications such as billing statements or compliance letters. The authentication value is passed in the file to Espresso (e.g., account number or zip code) and when entered by the recipient, the PDF will display in their web browser.



MANAGING CONSENT

Because many of our clients send customer emails from Espresso as well as other systems, they often choose to manage email preferences themselves and pass an email indicator in the data file.

When Espresso is used for both print and emailed communications, clients can set up an automated workflow so that any emails that bounce, are unopened, or the customer does not click the view document link after a certain number of days will automatically generate and mail a hard copy of the same document.

TIPS FOR EMAIL SUCCESS

- Always include an opt-out or unsubscribe option when legally required.
- Keep it brief and to the point. Add links for more information.
- Put the most pertinent information toward the start in case customers don't scroll down.
- Personalizing the subject line (Mary, we're looking forward to seeing you at ABC resort) improves open rates.
- Avoid words that can trigger spam filters, such as prize and contest.



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Nordis Technologies is an innovator and leader in technology solutions that solve complex communications and payment challenges. Our Espresso™ CCM application and integrated Print/Mail Services, including EspressoCertified®, provide a complete omnichannel communications solution, from planning and development to print and digital production and distribution. Nordis offers print/mail, email, SMS/text and digital wallet capabilities, seamlessly connected for fast and easy document development and management among channels. To further cater to customer preferences and enhanced customer experience, Nordis offers our EspressoPay® electronic bill presentment and payment system for a fully integrated communications and payments solution.

Contact us today at (954) 323-5500, or email sales@nordistechnologies.com, to learn how our end-to-end technology, print/mail and digital solutions can give you a strategic advantage in your business.