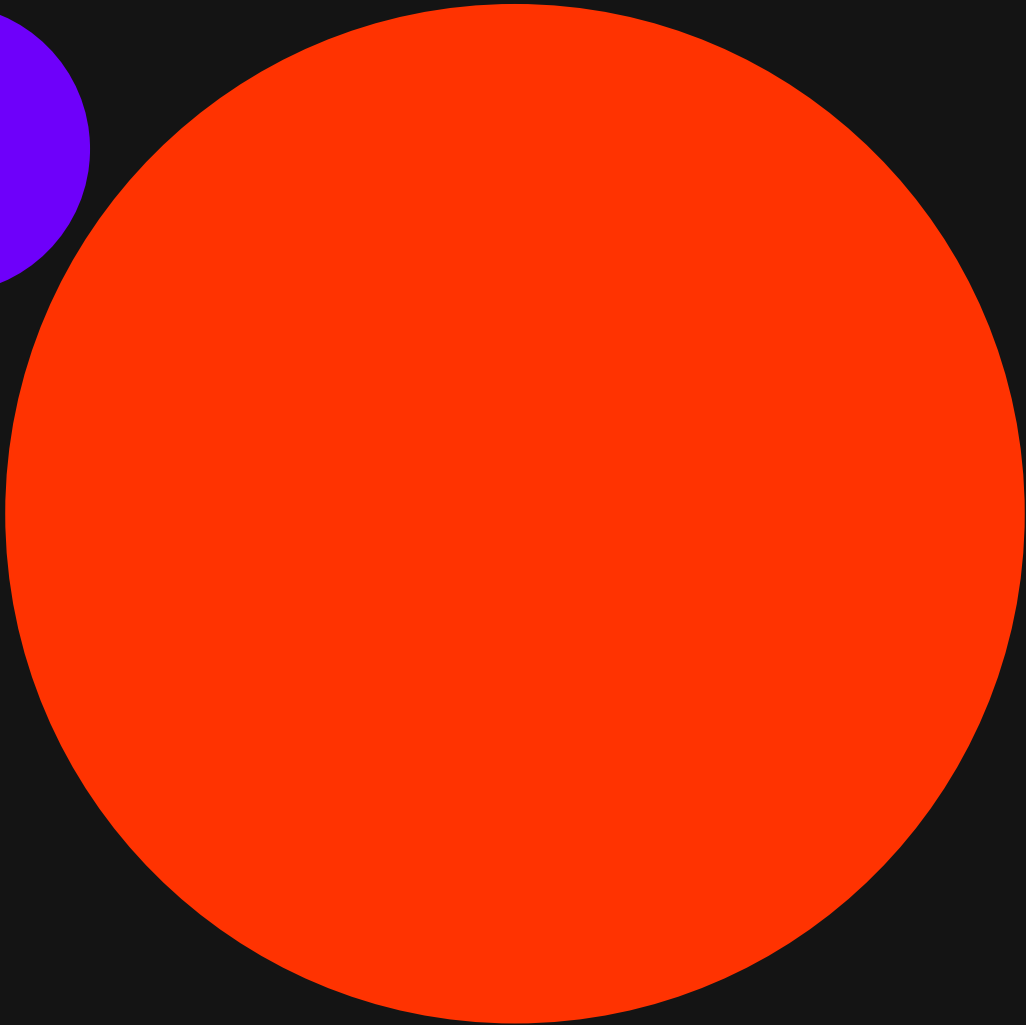
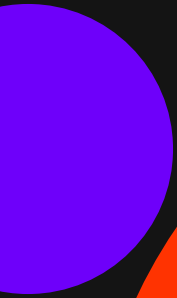


Enhanced Email Delivery

A full-feature, secure,
encrypted email experience



elixir

The challenge

On the frontlines of business, customer lifecycle communication is vital as a component of customer acquisition and retention, critical for revenue generation and go-to-market success, and a cornerstone of customer experience.

Customer lifecycle communication workflows are necessarily cross functional and collaborative. They involve experts working in various domains in and beyond the organization, including subject matter experts and governing authorities that enforce regulatory compliance. The cross functional nature of customer communication and compliance demands centralized governance and operational intelligence to know what is working and what is not.

Adding new tools and processes will mean more silos to analyze, change, and manage; but what if additional functionality is needed?

The solution

As an Elixir® customer, you can leverage the power of a platform and take advantage of new functionality, including Elixir® Enhanced Email Delivery (EED), to support a multichannel, multi-device customer experience and communication strategy.

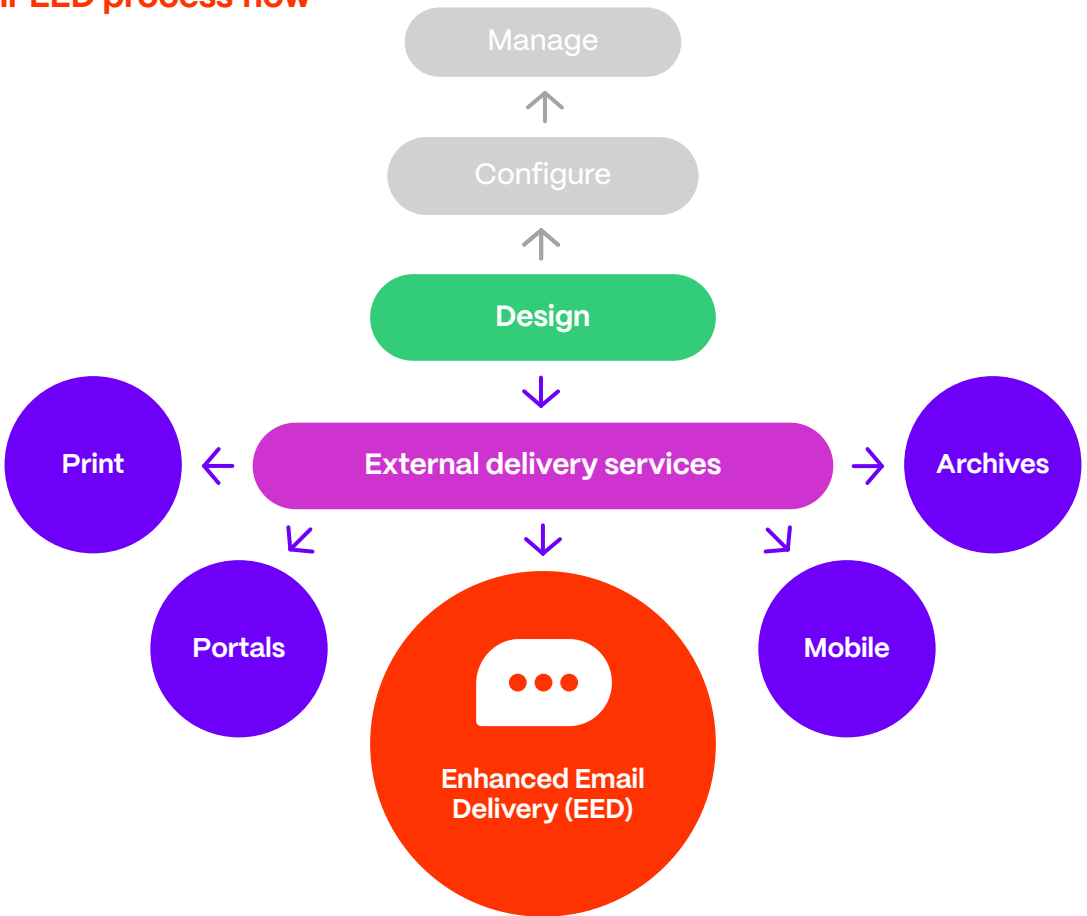
Email is the primary digital channel for critical communication. Elixir EED makes it easy to manage and govern email as a delivery channel, based on customer preferences and other variables. EED doesn't require extra work or technical resources to orchestrate, adopt, or manage.

EED provides a secure, encrypted channel to reach customers when and how they prefer. EED is also an environmentally-friendly alternative to costly and cumbersome paper and post, with advanced features for security, compliance, and traceability.

How it works

Using EED, end users can schedule, automate, send and track customer communications through delivery, without leaving Elixir.

Elixir EED process flow



EED takes full advantage of Elixir workflows and applications. These include variable data, content rules and design logic, audit trails, tracking, and operational intelligence to support the centralized governance of customer communication and content processes.

Key features

HTML email body options

Freedom to use Elixir created output HTML as email body, create HTML email body inline, or use externally created HTML.

Attachments

Add Elixir created outputs or external files as attachments. You can also specify the attachment size limit per email.

Email tracking

Enhanced Email Delivery system maintains detailed information for sent, failed, delivered, delayed, displayed, deleted emails.

Grouping

Grouping is available across jobs, using user defined key.

Scheduling

Send email on the go or define a scheduled time.

Approval workflow before delivery

Use Report to approve / reject an email.

CC / BCC & subject option

Send scheduled email manually on the fly

Resend delivered / undelivered emails

Reject scheduled email function

Transformation happens.
Elixir provides simple, vital,
and proven solutions for
content creation and
customer communication.

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