messageREACH®

Leverage the Power of E-mail Communications

E-mail is a powerful communications tool when it's used in the right way. It offers a convenient, cost-effective method of delivery and is preferred by many for receiving information wherever they are.

Premiere Global Services' e-mail platform incorporates the best of communication technology with practical applications to achieve superior results. Whether you need to broadcast large volumes of information or deliver secure, personalized statements, Premiere Global's e-mail technology will handle all of your needs. It can also be used in conjunction with existing programs to enhance their volume, impact and value. Premiere Global's e-mail technology offers customers across all industries with valuable core features, including:

Permission-based, Interactive Database
Create and maintain a permission-based, interactive database for use in targeted marketing campaigns that draw high rates of response. We'll collect this data in real-time and allow you to query these preferences along with demographics to create dynamic destination lists. Subscribers may revise their profiles at any time to reveal new opportunities.

Wizard-based Message Development
Premiere Global's wizard makes it easy to create graphic-rich, high-impact professional messages without any knowledge of complex HTML coding. Send additional content to your recipients via "push" attachments or via our hosted "pull files." In addition, by using Premiere Global's "send a friend" feature, you can allow your recipients to easily send a properly formatted message to their friends—encouraging them to opt-in to future messages.

Secure, Reliable Delivery
We establish a seamless interface with client systems for reliable delivery of electronic documents such as statements, invoices and confirmations. Company logos, disclaimers and forms are stored on our system for overlay prior to transmission, keeping our interface invisible to recipients. Security features include SSL/168-bit Triple DES and password protection with around-the-clock system monitoring, load balancing and emergency backup to ensure reliability.

Valuable Data Collection
Establish a two-way dialogue with customers, subscribers and business partners using time-saving, cost-efficient electronic forms. Create eye-catching formats for surveys and renewals—we'll collect and organize the responses for retrieval at any time.

Comprehensive Graphical Reporting
As your e-mail messages are delivered, Premiere Global's e-mail technology tracks all information related to your campaign in real time and makes it available to you in a variety of text and graphical reports. Included in the reports are whether or not the message was bounced, successfully delivered or opened. We also track who clicked on specific links within your message and who downloaded the push or pull attachment.

Applications that Leverage Premiere Global's Comprehensive E-mail Technology:

Marketing Messenger Platform automates the process of sending out large volumes of information quickly and easily.

Statement Manager delivers business-critical documents in the manner customers prefer, including e-mail, paper or voice.

Premiere Global Services
Premiere Global Services Inc., provides communication technologies that simplify business processes. Customers use our services to automate and enhance a variety of business processes, including investor calls, receivables collections, Web-based continuing education, confirmations of securities trades and travel reservations, electronic statements and invoices, local-access international conferencing, document capture and automation, e-mail campaign marketing, mobile access and printing of documents, automated prescription renewals and other applications.

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