



Build Lasting Relationships With Your Clients

Campaign your customers to provide them with vital information and market your products on a new level. Your store can increase its sales and better target your marketing with **ezcontact**. Keeping in regular contact with your customers allows you to deliver regular coupons, notification of sales, and other news to your clientele. Available exclusively to **ezaccess** Gold subscribers, this integration with **CashPractice**[®] is the newest way to expand your store.

ezcontact allows you to assign clients to e-mail campaigns during the sales process. You'll also gain the ability to target clients based on buying behaviors by assigning them to reusable groups. Moreover, you never have to worry about spamming clients, as they can easily remove themselves from receipt of e-mail campaigns.

Easy to Reach. **ezcontact** helps you stay in touch with existing customers and gives you a way to reach out to new potential clients. Assign e-mail campaigns to an individual with a click of a button or send targeted marketing to groups of clients. Make the most of your interactions with your customers by sending valuable information that they can appreciate and use.

Easy to Profit. Distribute coupons, announce store-wide sales, and gauge customer interest quickly and easily with the tools made available through **ezcontact**. Build on the relationships you create when your customers are in your store, while the ability for your clients to opt out of receiving mails at any time keeps you from generating unwanted spam. Marketing doesn't need to be a second job for you anymore: it's integrated with your sales process.

Easy to Customize. Take advantage of a wide range of pre-designed email campaign templates with the Campaign Library available through the online portal. Take it one step further by inserting your store's colors and logos to complete the professional look you're after. Your customers will come to recognize your brand putting your store at the front of their mind.

Easy to Access. While you can make campaign decisions instantly at the time of sale, you can also take advantage of the marketing opportunity through online access. Work on your marketing efforts from anywhere—even monitor who's opening the campaigns you've sent and track the trends.

Easy to Activate. Systems West clients covered by an **ezaccess** Gold Support Plan can turn on **ezcontact** in the **ezpos** station file. You will instantly have access to the latest in direct email marketing. Visit ezcontact.systemswest.com to learn more.