



# CHANGING THE RULES OF ONLINE CUSTOMER INTERACTION

Yellzz is a game-changing customer engagement platform. We enable Local Search Directories, such as Yellow Pages, to strengthen profitability and loyalty of their advertisers. We do this by giving advertisers powerful tools to interact directly and proactively with customers - converting customer interest into sales.



# MAKING CUSTOMER ENGAGEMENT PROACTIVE

## A POWERFUL TOOL FOR ONLINE BUSINESS DIRECTORIES, YELLOW PAGES, MARKETPLACES, CLASSIFIED OR INDEX SITES

INITIATE.  
ENGAGE.  
CONVERT.

Every day, millions of small businesses add new listings on classified or index web sites, online business directories, Yellow Pages and marketplaces. Yet, closing ratios remain extremely low, due to advertisers' inability to influence the sale. Yellzz empowers advertisers to proactively convert interest into sales. Its revolutionary proactive customer engagement platform lets advertisers engage with prospects who are viewing their listing by starting a real-life chat or by sending customised coupons to enhance interest.

Most small businesses do not have access to powerful customer engagement tools. Yellzz - created by experts in customer interaction for large enterprises is changing this. Yellzz aspires to be the gold standard of sales effectiveness solutions for classified and index websites, Yellow Pages, online business directories and marketplaces, precisely at the moment of truth when a go/no go decision is made.

Yellzz enables you to give advertisers powerful tools with which to interact directly with their customers. Empowering advertisers to convert customer interest into sales leads.

- ✓ Become the 'place to be' for advertisers and buyers
- ✓ New advertisers and drive up the retention rate of current advertisers
- ✓ Enable advertisers to achieve more attention and greater value for money. Once they sell more, they can be upgraded to advanced features and paid ads
- ✓ Increase brand awareness and profitability



### Notifications

Let advertisers know when consumers are looking for their product or service



### Easy coupons creation & distribution

Advertisers can tailor coupons to specific customers within seconds



### Real-Person Chat

They can start a real conversation



All in real-time!

# OUR MISSION: BRINGING CORPORATE ONLINE CONVERSION OPTIMISATION TOOLS TO LOCAL SEARCH



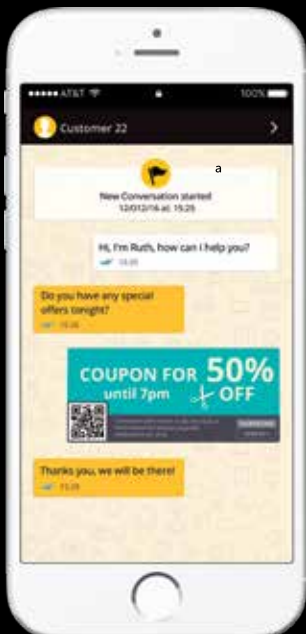
## HELP YOUR ADVERTISERS GROW SALES WITH YELLZZ

A new customer is looking for a service or product. The advertiser receives a message on their mobile phone stating:

**“There is a prospect on line”**

The advertiser can then:

- ✓ Send a real-time coupon to the customer
- ✓ Initiate a chat with the customer
- ✓ The chat can be customized by suggested wordings, or open to the advertiser’s own text



## CHAT CAN BE FILTERED TO TAILOR THE ADVERTISER’S NEEDS AND REQUESTS BASED ON RULES OF SUCH AS:

- ✓ Number of times the customer has looked at the listing
- ✓ Location of the potential buyer
- ✓ Time the customer stayed on the listing page

Customers can also initiate a chat with the advertiser, by clicking a “chat” button which appears only if the advertiser is available for chat.

An “on-off” button enables the advertiser to close the chat button on the listing to avoid alerts or chats when unavailable.

## OUR SERVICES:



### LIVE CHAT

Increase the conversion of free or basic level advertisers to premium advertisers with an app that:

- ✓ Keeps the advertisers in constant interaction with your web site
- ✓ Encourages them to interact with their prospects to increase sales
- ✓ Keeps you visible on their mobile every day
- ✓ Gives them daily reports on their interactions
- ✓ Provides them with offers on added value services based on their performance and potential

**“LIVE CHAT HAS THE HIGHEST SATISFACTION LEVELS FOR ANY CUSTOMER SERVICE CHANNEL, WITH 73%, COMPARED WITH 61% FOR EMAIL AND 44% FOR PHONE.”**

(2013 CUSTOMER SERVICE BENCHMARK BY EDIGITAL RESEARCH)



### COUPONS

People spend more when they have coupons. According to a recent State of the Mobile Coupon Industry report from Koupon Media, A personalized coupon motivates 39% to spend more and 60% would adopt mobile payments if offered coupons.”

With Yellzz, it's easy to create customised coupons:

- ✓ Real time coupon creator through the mobile app
- ✓ Choose your way to engage with customers
- ✓ Multiple ways to close the deal
- ✓ Incentivise prospects in the moment of truth
- ✓ Give prospects the right offer at the right time
- ✓ Increase consumer spend



### ANALYTICS

With Yellzz, you can provide advertisers with valuable data on the usage and effectiveness of their coupons and messages, together with their customers' acceptance rate, and a wider range of compelling information - enabling them to utilize the data to improve their online marketing strategy.



To start a free pilot: [yellzz.com](http://yellzz.com)

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