

New Black Pearl Email Dual Purpose Enhancement Technique

Black Pearl Lissette Revives Hutt Valley New Zealand Technology

NAPIER, HAWKES BAY, NEW ZEALAND, September 15, 2015 /EINPresswire.com/ -- Hutt Valley's role as a powerhouse of New Zealand digital innovation has been restored by the development there of Black Pearl which converts every piece of email into a potential high value sales and marketing instrument.

This means that the 10,000 per annum emails sent out on average in the course of a year by the average employee now become transformed also into a marketing document in addition to

retaining its original administrative advisory or notification purpose.

This corporate message enhancement approach works on two-tier segmentation: there is the original email sender whose outward service message now undergoes the Black Pearl process.

It is here that the original message becomes embellished by the latest corporate message.

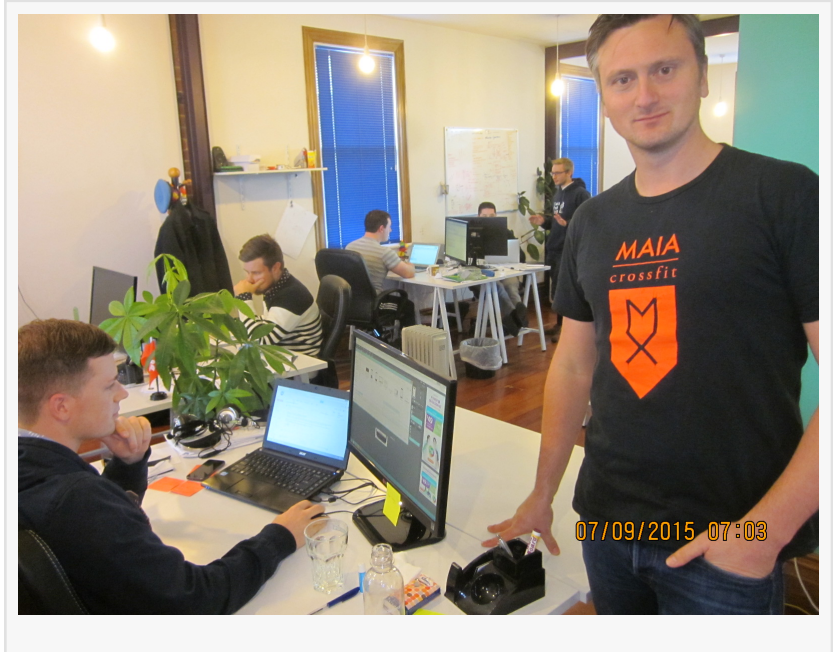
For example an email from a distributing manufacturers' financial services side about a routine topic, perhaps about a loyalty card, now enters the central Black Pearl process.

It is here that the everyday service message becomes converted into a marketing document as the message is enhanced by the latest news about, let us say, hire purchase or leasing rates.

The routine service message now suitably enhanced departs the Black Pearl process point and now goes both single point and multipoint.

The original message continues on its way now containing the updated corporate marketing information. This is the single point part. The multipoint is that all the messages from the staff of the user organisation are stuffed with the same information. The multipoint addressees of course all get their original service message as intended for them

The Black Pearl email service is also underpinned by a number of subsidiary benefits. One of them is a response to the effect, has the original outgoing message actually been opened? At what precise time was it opened? Who, exactly, opened it?



This overcomes the problem to email senders in matters of follow-up of finding out if their message has been opened in the first place.

The Black Pearl process has been under development for a number of years by a group led by Nick Lissette (pictured) the CEO.

The process is based on the simple fact that larger scale organisations with a marketing imperative, which means most large scale organisations, send out millions of service emails without thought of their additional value which is that of becoming also marketing media.

The effect of Black Pearl amounts to what appears to the recipient as a customised watermarked missive.

Mr Lissette points out that in a few more years the number of emails set out per person will have risen to 18,000. Each one of these under the Black Pearl process now becomes a potential value added marketing tool as well.

He points out that many large organisations investing externally in traditional media such as newspapers, magazines, and television would be surprised to find out the degree to which they were already potentially covering this territory with their own routine emails.

Meanwhile Black Pearl represents a big boost for Hutt Valley technology which since the dispersal of the various government research stations has been in a state of research and development decline.

San Francisco- style the company has taken over a settler-era artisan loft in the old neighbourhood district of Petone.

Black Pearl's basis is one of leverage rather than disruption. The leverage being the additional value that Black Pearl bestows upon an existing practice which in their case is that of sending emails.

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