2015/09/09 23:17

Primacy, top importance

Urgency, time-sensitive

Certainty, high probability target will receive and read

Persistence, history recorded

Efficiency, APs, low cost, reduced time

Quantity, broadcast/narrowcast

Shareability, in CRM db everyone can see

Security, I know only the holder of that cell phone will see my message

From:

http://plain-english.com/goldpaydoc/ - GoldPay User and Admin Guide

Permanent link:

http://plain-english.com/goldpaydoc/doku.php?id=benefits\_statement

Last update: 2014/07/28 09:40