

The eMACC Online Directory is a great addition to your company's website as it makes updated directory listings available to your customers anytime they're needed.

## Continuously updated listings

Paper directories are almost out of date by the time they are printed and reach your customers' hands. With the eMACC Online Directory, changes made to your listings in Customer Master are automatically reflected online the next day. Besides the convenience of offering customers continually updated telephone listings, our Online Directory has other benefits as well.

## Increase visits to your site

By making the directory available on your website, customers have a reason to visit frequently. While there, they can see information and advertisements promoting new services or specials. The directory itself can be a platform for advertisements. The web page containing the directory can be set up so advertisements from your company, or other companies in your community, are visible. You may also see a reduction in directory expenses as the number of requests for replacement paper directories may go down.

## Flexible appearance

As it's important the eMACC Online Directory integrates well with the rest of your website, you have the ability to select its colors, font, and display area. For the search results, you can choose from five options that allow you to control what customer information is displayed.

## Key Benefits



- ❑ The directory is linked to your Customer Master databases so there are no separate listings to maintain.
- ❑ Users can search by the person's name or phone number.
- ❑ The directory maintains all customer requests for non-listed or non-published numbers.
- ❑ Search results can include the customers' name, address, and service type.
- ❑ The colors and font used for the directory's search boxes can be customized to match those of the rest of your company's website.

## Directory Example



## Ready to purchase the directory

The eMACC Online Directory is now available to all Customer Master users. If you're interested in purchasing the directory for your company, contact your MACC Client Relations Manager or National Sales Representative.