

THE ACE UP YOUR SLEEVE

for those who want customers who stay with them

For nearly all companies and organizations, payment issues are the main reason behind customer service tickets. And invoices are right at the top of the FAQ list. It's the reason behind many misunderstandings leading to erroneous payments, customer dissatisfaction and churn.

Billogram has used smart technology to create a flexible, full-range solution for invoicing and payments that eradicates common problems, replacing them with more freedom of choice, self service and automation. The result is a more seamless experience and payment process for companies and their customers, where everyone benefits.





How Billogram increases customer loyalty & lifetime value

Simple & clear design

Billogram's solution reduces the amount of erroneous payments and overpayments, which are things that cause customer dissatisfaction. This, in turn, reduces the amount of customer services tickets by as much as 40% and improves the customer experience.

Efficient conversion to automatic payments

The invoice recipient easily switches to an automatic payment method, such as direct debit, directly via their invoice. It minimizes the number of missed payments or erroneous payments, which helps lower the churn rate. During its first year with Billogram, Ownit, a company owned by Telenor, increased automatic payments among its customers by 53%.

Soft reminders

Churn is six times higher among customers who are sent a payment reminder compared to the rate for customers who pay on time. Billogram offers automatic reminders tailored to reach each customer before the payment due date.

Automation with higher control

The process for debt management can be automated. But individual cases can easily be handled manually, as needed. It frees up administrative time, which can be used for better interaction with customers who need a reminder or in the debt collection process.

More interaction

Each interactive invoice offers opportunities for more interaction by adding relevant offers, personal information, updates, etc. The recipient responds to those offers or messages, such as extending their agreement, directly on the invoice.

