

THE ACE UP YOUR SLEEVE

for those who want effective customer communication

We live in an age of intense competition for our attention – a trend which is rising exponentially and the need to retain existing customers or members has never been more important. It is therefore crucial to communicate your company's value in ways that effectively reach the target group.

Billogram has given invoices the same level of interactivity as a website, thus making it possible to use invoices as an effective channel of communication. When customers pay their invoices, it is a “free” opportunity for grabbing their attention and making something of it!



How invoices can become a channel for communication & add-on sales

Communicate on the invoice

Invoices can be used to communicate all sorts of messages, such as personal offers, updates or even surveys. You decide what you want to communicate and when. The traffic from customer action is directed to the desired location. Alternatively, they can act directly on the offer presented on the invoice. This feature has an average CTA of 5% among Billogram customers.

Higher brand exposure

Add images with messages to both email notifications and on the invoice itself. They can be adapted to different segments and updated each time a new invoice is sent. You decide!

Messaging feature

The invoice recipient can ask questions and get answers directly via their invoice. The status of the invoice is also clearly shown, and both the recipient and support staff are able to see the same invoice view. Changes can be made in real time as well.

Using the invoice as a vehicle for the customer journey

You can adapt communication on the invoice to the various stages of the customer journey. For example, you might want to include a welcome message on the very first invoice, with information on the various payment methods. Then, maybe by around the fifth invoice or so, you could include a customer survey, to find out how the customer feels about your product or service so far.

