



# How to bill and inform effectively

## Transpromo

A Smart Communication Solution

**Strålfors**



## TRANSACTIONAL COMMUNICATION IS IMPORTANT TO THE RECEIVER

- 95% read at least once
- 85% read twice
- Spend 1-3 minutes reading

Source: InfoTrends: The Transpromo Revolution:  
The Time is Now, 2007

# “THE INVOICE AS A MARKETING TOOL”

**THE INVOICE IS A TOOL** with which you regularly communicate with your customers. The invoice always gets full attention, the receiver reads it instantly and as a rule more than once. Still most invoices contain only figures and specifications and very seldom utilize the full potential.

We at Stralfors aim to put the transactional document into a new perspective and rather treat the invoice as an outstanding opportunity to strengthen the relations with your customers – and increase sales at almost no extra cost. We see the invoice as a marketing tool with great potential.

## **Customers' Expectations are Changing**

We as consumers adapt our behaviour according to the changes in the society, also when it comes to marketing and sales methods. For example, we are well aware that information about our purchases is registered and stored in customer data files. But in return we expect higher personalization and relevance in the information we receive. We wish to choose the channels we should be addressed by, and we may have developed new habits with interactivity, dialogue and quick responses through the Internet.

## **More Relevant Information**


The probability that an invoice is thrown into the wastepaper basket without reading is extremely low. The invoice is actually a document that the receiver wants or needs to open and read. The contacts with the customers through the invoices are therefore opportunities for all kinds of communication, contents and offers may be more personalized and relevant for the customer. The transactional documents will be effective one-to-one marketing tools at a very low cost.

## **Time to Re-think**

We offer a number of solutions on how to develop the invoicing into what we call Smart Communication. It is about increasing efficiency through out the whole communication process, increase sales and customers' loyalty. Our modern technique – and the consumers' changing expectations – makes this the right moment to tell you about how we may help you to optimise your business handling of transactional communication. Until now the invoice has been considered a liability and not the great potential it actually is.

**IT'S TIME TO RE-THINK AND LOOK FORWARD**


# HOW TO MAKE YOUR INVOICE TALK

		<b>Invoice</b>		
		Client ID	Date	
		00000000	0000 00 00	
<hr/>		<hr/>		
Delivery Address		Postal Address		
Client Corp Ltd. 000 High St Majortown MT00 XY00		Client Corp Ltd. P.O. Box 000 Majortown MT00 XY00		
<hr/>		<hr/>		
Customer reference	Mr B. Client	Our reference	Thomas Logo	
Customer order no	00000000	Payment terms	00 dagar	
Delivery terms	-	Date due	0000 00 00	
Delivery method	Collect	Intrest due	0,00 %	
<hr/>		<hr/>		
Article	Amount	Price	Total	
<hr/>				
Lorem ipsum	10	300,00	3.000,00	
Delacre sunnan	04	2.500,00	10.000,00	
<hr/>				
Sub total	Total net	VAT%	VAT SEK	<b>AMOUNT DUE</b>
13.000,00	13.000,00	25	3.250,00	<b>SEK 16.250,00</b>
<hr/>				
Address 12 Park Lane Majortown MT 34 CC56	Tel +00 123 456 789 Fax +00 123 456 789	Bank account 000 00 00-0 Swift ABC00000	Internet www.logocorp.com E-mail info@logocorp.com Vat. no SE0000000-0000	

## THE TRADITIONAL INVOICE

Traditional design, Black and white

# - A STEP BY STEP GUIDE



## INVOICE

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<b>Invoice no.</b>	0000 0000 0000	<b>Client Corp Ltd.</b>
<b>Date</b>	0000 00 00	000 High St
<b>Date due</b>	0000 00 00	Majortown MT00 XY00
<b>Period</b>	00 00 00 -> 00 00 00	

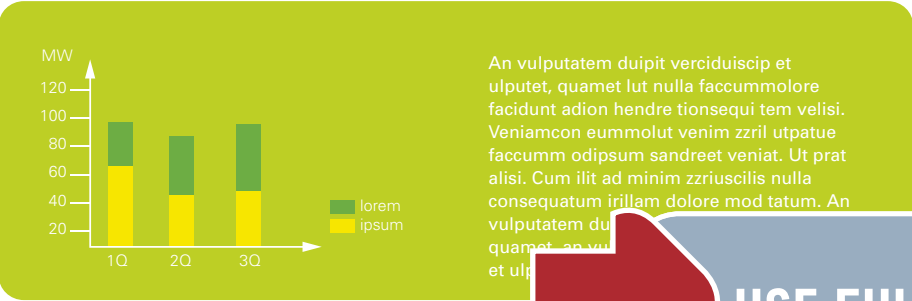
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<b>Customer id</b>	0000 0000 0000
<b>Our reference</b>	Thomas Logo
<b>Contact info</b>	000-000 00 00, tlogo@logocorp.com

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<b>Specification</b>	<b>Amount due</b>	<b>20 000,00</b>
See p 2 för details	Vat (25 %)	5 000,00
	<b>Totalt amount</b>	<b>25 000,00</b>
	<b>AMOUNT DUE:</b>	<b>25 000,00</b>
	<b>Date due</b>	<b>0000 00 00</b>
	<b>State reference</b>	<b>0000 0000 0000</b>

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**ADDRESS** LogoCorp AB, Storgatan 12, SE-345 67 Storstad **TEL** +00 123 456 789 **FAX** +00 123 456 780 **E-MAIL** info@logocorp.com  
**BANK ACCOUNT** 000 00 00-0 **SWIFT** ABC000-0000 **VAT.N0SE**-000000-0000 [www.logocorp.com](http://www.logocorp.com)

### INVOICE IN FULL COLOUR

To enhance brand image and allow personalized information presented in full colour. Clarity in design to reduce call center traffic.



# INVOICE

**TRANSPROMO**

- optimized for the highest effect when in colour, personalized and a relevant promotional offer

Client Corp Ltd.  
000 High St  
Majortown MT00 XY00

<b>Amount due</b>	<b>20 000,00</b>
Vat (25 %)	5 000,00
<b>Totalt amount</b>	<b>25 000,00</b>
<b>AMOUNT DUE:</b>	<b>25 000,00</b>
<b>Date due</b>	<b>0000 00 00</b>
<b>State reference</b>	<b>0000 0000 0000</b>

Quarter	lorem (MW)	ipsum (MW)
1Q	35	65
2Q	40	45
3Q	45	50

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**SPECIAL OFFER**

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BANK ACCOUNT 000 00 00-0 SWIFT ABC000-0000 VAT. NoSE-000000-0000

www.logocorp.com

## TRANSPROMO

Transpromo means transforming the invoice into an effective and smart one-to-one marketing tool.

# — A STEP BY STEP GUIDE

## DO YOU UTILIZE THE FULL POTENTIAL OF YOUR INVOICE

We are specialists in the print media used by data output centres all over Europe. Our quality can be enhanced with Stralfors Reliable Mailing that secures that the correct document is sent to the correct recipient.

We have been printing and distributing transactional documents – containing the most essential information – for many years. During all these years we have developed a lot of skills and experience. And we have developed a wide array of skills and experience in the Transactional market place and we continue to develop and look further, constantly.

Therefore we now want to take the next step with you, from traditional documentation to a Smart Communication delivery mechanism.

### Use Full Colour

We believe that its all about improving receiver experience, to increase effect. A test showed that brand identification increased by 70% when using full colour print in transactional documents. Furthermore, using colour and graphics instead of static monochrome increased a willingness to read by 80% and the response rate was four times higher when in colour and fully personalized. Today there are almost no limits when it comes to full colour print on transactional documents – as modern machine capabilities offer high speed, for increased speed to market, high quality and low cost of entry for maximising ROI.

### Personalised Content

Adding personalized information on the invoice is an effective way to increase the value and relevance of the document to the customer. This kind of information can easily be illustrated in full colour graphs or other attractive formats. By presenting relevant information in an interesting and serious way you increase the customer loyalty drastically. A well composed design is also a great means of reducing call centre traffic. This will reduce far more cost from a business wide perspective than any print cost saving can manage.

### What is Transpromo?

Transpromo is what it sounds like; transactional and promotional information integrated. It is about transforming the invoice into an effective and smart one-to-one marketing tool. The possibilities are endless, you may present service information or up – and cross selling offers. The messages could be segmented on customer profile (VIP, female or family etc.), or on customer activity (new customer, heavy consumer not using all services, passive customer etc.). Having all the transactional information gives you an advantage in understanding your customers needs. But like in all relations you have to balance your dialogue and carefully consider integrity.

### Utilize White Space

The traditional invoice can have a lot of empty space which may be used for promotional content or other information. On the following page some examples how to use white space are presented

## **White Space Management**

White Space Management is about utilizing free space. Simply design the transactional document normally. Then fill any remaining space at the end of the last page with information or relevant promotional messages.

Another easy way to insert promotional messages into a transactional document is to use a fixed frame for the space that is designated for marketing messages.

It is also possible that the transactional document is composed virtually to determine the amount of available white space. Instead of placing all the messages together as a form of template with the content being at one or either end of the document, the white space is analysed after the transactions are counted. Messages which are based on pre-defined business rules may now be placed near relevant transactions to up-sell and cross-sell to your clients. This may even incorporate sponsored links which in some instances can become a revenue stream in its own right.

## **FURTHER OPPORTUNITIES**

### **Copromo**

Copromo is selling promotional space to heighten the cross-sell and up-sell potential through either relevant products from your company portfolio or through affiliate third party products or services.

Like the sponsored Third Party Insert Market this can, when worked well, add significant value to your mail piece and even result in reduced costs. It may even make your Copromo campaign a zero cost operation.

### **E-billing**

All your customers are not the same and have their own preference on how to get contacted. Through our e-services it is – depending on the customer's choice – possible to offer e-invoicing directly to the Internet bank, through e-mail or send SMS notifications. To use the channel that fit to the individual preference is crucial to improve the customer relationship.

### **Data Management**

Data Management is about data integration, data enhancement and data preparation – the data logistic through the communication process. It could be merging data files, set the rules for personalization (messages, channel and timing), document composition, co-sorting of separate documents to the same customer or co-sending of separate mailings from the same sender, for postage optimization. Data Management also includes cleaning addresses as well as sorting into separate distributors and much more. We also offer tools for Web Content Management, an interface to manage your communication.

### **Smart Communication Consulting**

Our mission is to help you to create profitable customer relationships. We are well aware of the challenges and possibilities that you and your business face with customer communication. Therefore we can provide you with Smart Communication Consulting. Our team consists of experienced consultants across Europe with the sole intent to provide you with a solution for Smart Customer Communication Management. Our consultants will take a helicopter view to be able to provide you with a deeper and more extensive solution based on your specific situation and the complete value chain of customer communication.



## WHITE SPACE

- ▶ Utilize the extra space on the invoice to increase sales and customer loyalty
- ▶ Use white space to co-promote with a partner, making your offer even more attractive



# Transpromo

**THE INVOICE IS A TOOL** with which you regularly communicate with your customers. The invoice always gets full attention, the receiver reads it instantly and as a rule more than once. Still most invoices contain only figures and specifications and very seldom utilize the full potential. We offer solutions on how to develop the invoicing into what we call Smart Communication.

**Welcome to Stralfors!**

**Denmark**  
+45 33 86 86 86  
info@stralfors.dk  
[www.stralfors.dk](http://www.stralfors.dk)

**Finland**  
+358 10 408 4100  
backoffice@stralfors.fi  
[www.stralfors.fi](http://www.stralfors.fi)

**Great Britain**  
+44 1209 312 800  
sales@stralfors.co.uk  
[www.stralfors.co.uk](http://www.stralfors.co.uk)

**Norway**  
+47 23 25 85 00  
infolog@stralfors.no  
[www.stralfors.no](http://www.stralfors.no)

**Sweden**  
+46 8 508 830 00  
info@stralfors.se  
[www.stralfors.se](http://www.stralfors.se)

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