

“During this project we have increasingly recognised the potential of personalised billing as a new and valuable marketing channel.”

Marco Balmelli, *Billing and Collections Director*,
Cablecom

Personalise Invoices with Promotional Messages

The Challenge

- Take advantage of a new customer relationship management and billing system to improve communication with customers, including promotional offers.
- Reduce costs.

The Solution

- Redesign of invoices to introduce personalised promotional information alongside billing details.
- Xerox management of formatting, printing, packing and sending of black-and-white paper invoices and colour electronic invoices.

The Results

- Increased effectiveness of promotions through personalisation, without compromising clarity of billing information.
- A regular channel for customer communication that is more flexible and cost-effective than direct mail or inserts.
- Costs cut through black-and-white printing and reduction of number of inserts sent with bills.

Effective

Use of invoices to promote service

Country:



Switzerland

Key Customer Benefits:



Cost reduction



Customer-centricity



Flexibility and scalability