

Easy payments. Quality engagement.

Discover the next generation's billing platform



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Retention: an underestimated revenue driver

Did you know that a 5% increase in customer retention can boost revenue by 25-95%*? Still, many companies neglect their existing customers as a prioritized target group in favor of new customer acquisition.

Not focusing on existing clients leads to:

- Higher churn
- Missed opportunities for up- and cross-selling
- Lower customer lifetime value

How to increase revenue from existing customers

To retain and engage your existing customers, you should:

- Offer a smooth, digital experience at every touchpoint
- Remind them why they once chose you – and should continue choosing to be a customer of yours
- Suggest other products or services they might be interested in
- Reach out with timely and personalized upsell/cross sell offers

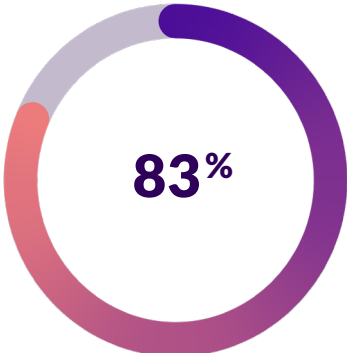
Maybe you're doing some of this already through online campaigns or email newsletters. But why not use your main existing channel, where you're guaranteed to grab your customers' attention?

*Source: [Hubspot](#)

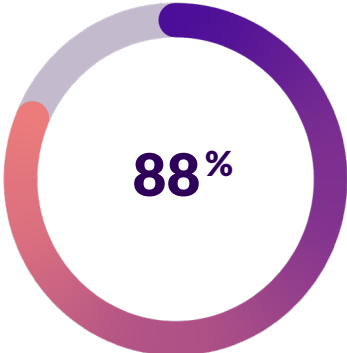


Your invoice is a crucial channel for customer engagement – here’s why

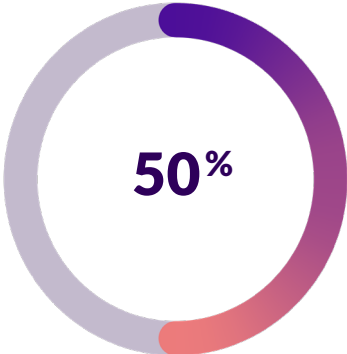
You’re offering what many would consider a “silent” product. Something important that should “simply work” – without your customers having to think about it in their daily lives. At Billogram, we’ve conducted several customer surveys in the energy and telecom sectors. Do you know what the results had in common?



83% say the invoice is their only point of contact with their supplier



88% would like more information from their supplier on their invoice

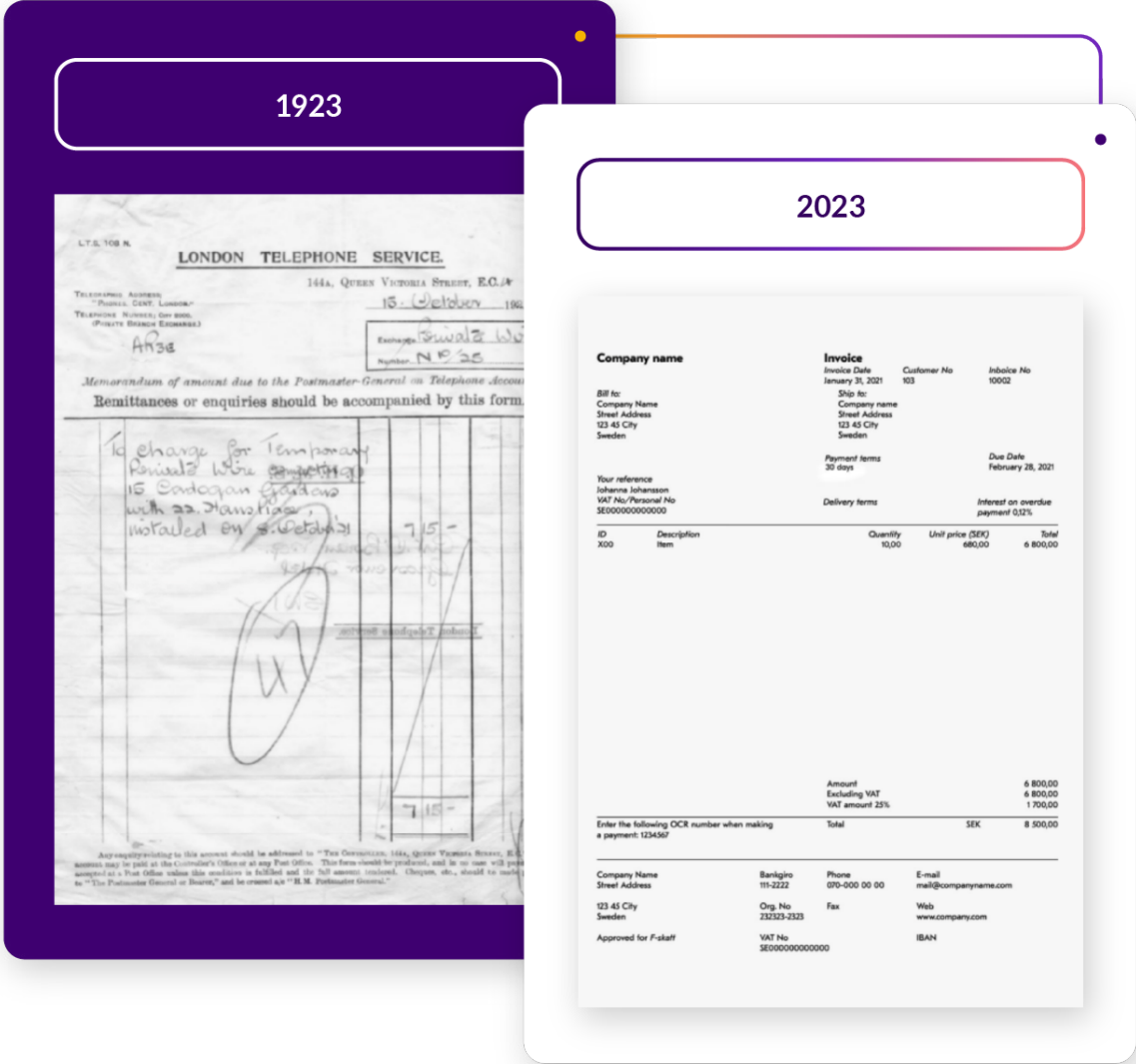


50% actively evaluate their supplier when they receive their invoice

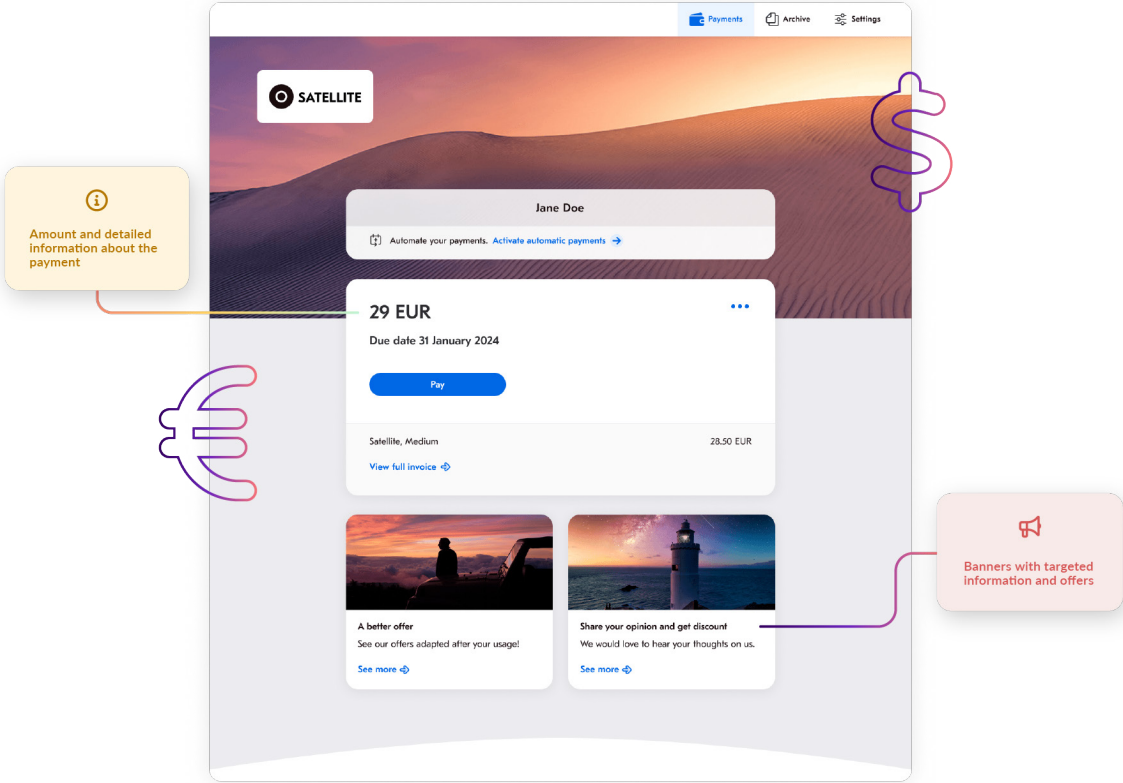
! The invoice is a powerful engagement tool. Why not make the most of it?

The invoice transformed by new technology

Considering how much the payment landscape has changed in recent years, isn't it strange that invoices often look pretty much the same as they did a century ago (except now you can send them digitally)? As the changemakers of the billing industry, the thing we at Billogram have focused on most is the invoice itself.



Billogram's interactive invoicing and payment solution



Real-time updates

Any changes made to the amount or expiration date of the invoice are updated in real-time. This way, your customer, finance department, and customer service are always on the same page.

Messaging function

Enable your customers to chat with your customer service team directly on their invoice to quickly resolve common issues.

Clickable banners

Increase engagement and conversion with compelling and relevant product offers or helpful content that customers can take action on straight away.

Data-driven optimization

Our interactive invoice continuously provides you with data on how and when different customers prefer to pay and what types of messaging they're most likely to engage with. This information helps you create more relevant and timely communication each time.

How can we support your customer journey?

Billogram's interactive invoice is just one aspect of how we help our customers. Our billing platform includes a whole range of features that enable you to:

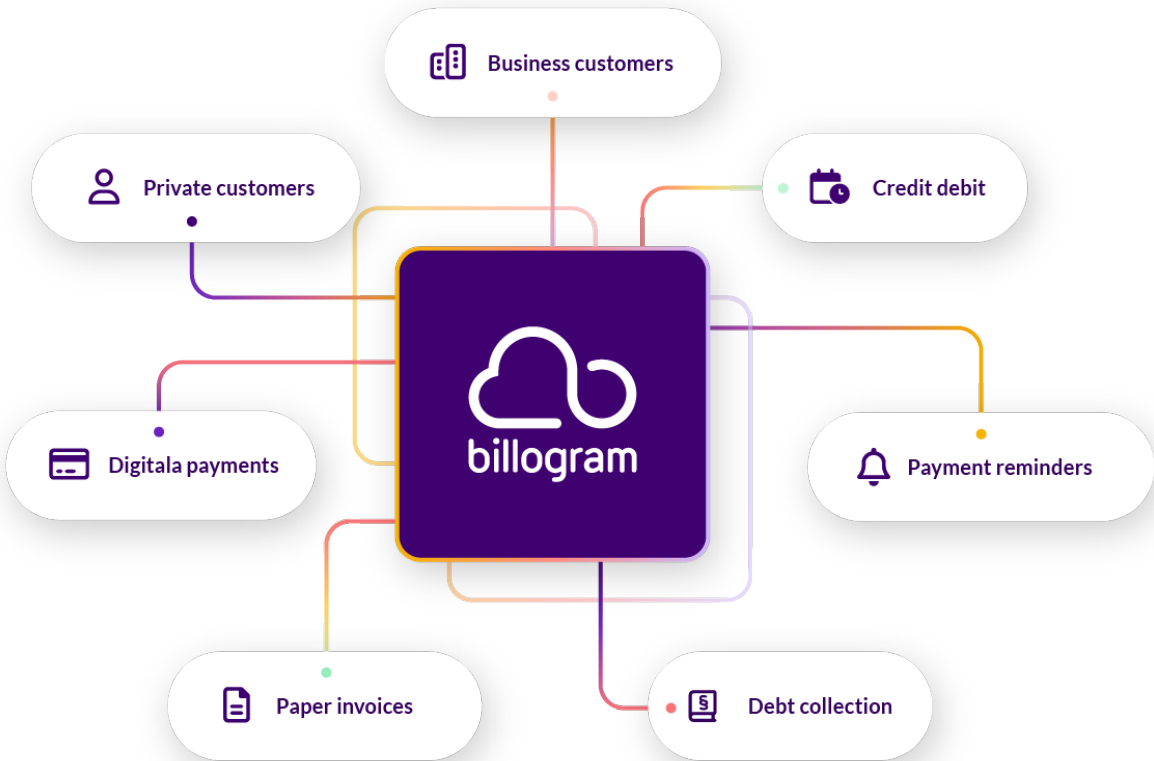
- Prevent churn
- Decrease customer handling costs
- Increase customer lifetime value
- Boost your cross- and upsell
- Strengthen the relationship with your customers

All this in a user-friendly, digital solution that's quick to implement, supports your brand, and provides your customers with a seamless and personalized digital experience at every stage of the billing process. And since the platform integrates smoothly with your existing IT infrastructure, there's no need for your customers to download yet another app.



Here's how we simplify your billing process

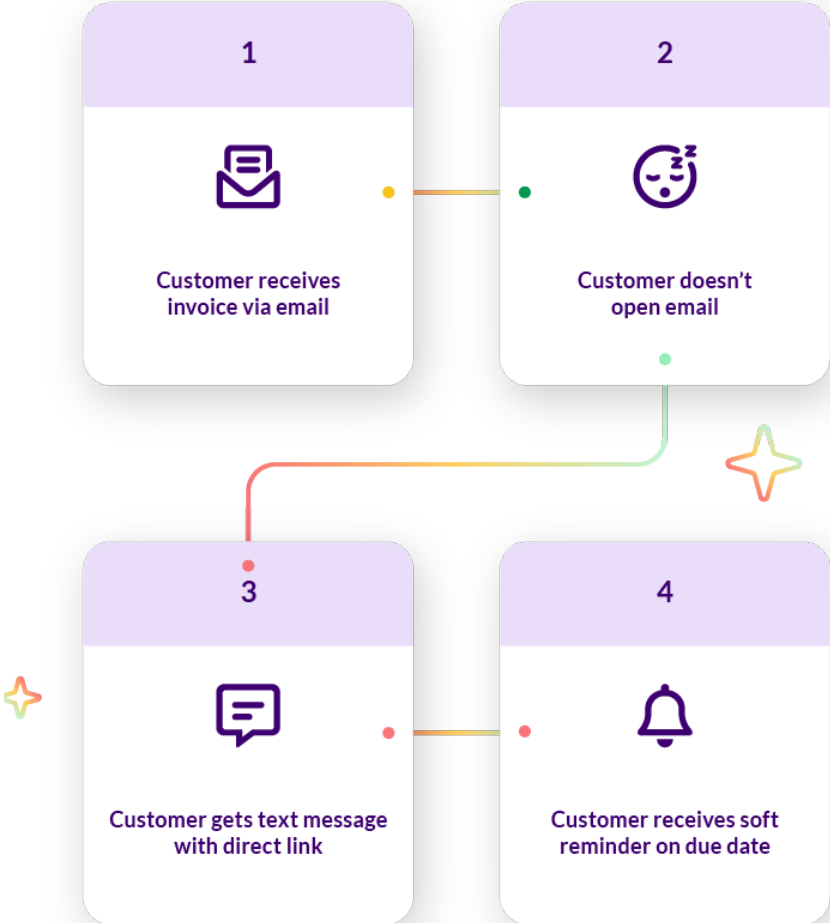
Billogram provides you with a single integration layer that connects all your different payment options, customer segments, and markets throughout the entire payment process – from creating the initial invoice document to receiving a payment from a customer.



By automating and streamlining your internal processes, you'll free up time and resources for more value-driving tasks.

A flexible flow – designed by you

Create customized payment and communication flows that are automatically triggered by what you decide should be the next step in any given situation.



This reduces late payments, which leads to improved cash flow – and customer satisfaction.

Here's how we increase your cost control

By gathering all your billing processes in a single platform, you replace several visible and invisible costs. Because getting paid is more expensive than you might think:

Internal administration for invoice management

Finance department:

- Printing partner
- Postage costs
- Debt collection partner
- Bank fees

Customer service department:

- Customer questions about invoices and payments
- Internal syncs regarding ongoing tickets/issues



Your partnership with Billogram

Billogram isn't just a platform with smart features. With us, you get a strategic and innovative billing partner.

Do you want to:

- convert more customers from paper invoices to digital distribution?
- increase the share of direct debit payments?
- reduce the number of customer service tickets?
- increase cross- and upsell?

Your dedicated Customer Success Manager helps you set up the right KPIs and ensure your billing strategy supports your overall business goals.

Here's how it works:

Pricing model

Our pricing model is simple: you pay a fixed fee per invoice. There are no additional charges for our continuous product development or for implementing additional features and payment options. We also don't earn any kickbacks on fees related to reminders, late payments, or debt collection, that could potentially impact your customer relationships negatively.

Implementation

Setting up the platform and workflows to be fully integrated with your existing infrastructure will take between just a week and up to three months, depending on the complexity. But regardless of your requirements, our experienced team will ensure a smooth process.

Implementation

Our platform is GDPR compliant and is managed from three different servers with double backups to ensure maximum security, stability, and uptime.

What we've helped our customers achieve



Energy company 7H kraft

47% of customers converted from paper invoices to digital distribution in 3 months



Home security provider Sector Alarm

Platform live in 9 countries



Insurance challenger Paydrive

Platform live in 10 days



**Telecom challenger Vimla
(owned by Telenor)**

Reduced their support errands by over 40% in 6 months

Contact us!