

Reduce Paper and enhance customer satisfaction

“The number of customers receiving their bill via email has increased by 630 percent in the nine months to June 2009 and is projected to triple again in the six months to December 2009.”

*Annabelle Fowler
(Sales and Marketing Manager
Genesis Energy)*

Business Need	Promoting email statements			
Resolution	Provide a statements that enhances the brand and provides individually targeted messages			
Benefits	Enhancing customer experience	Overcoming inertia	Reinventing the way they do business	
The Answer	Providing fast communications that reward customers.	Transitioning to online enabling targeted messages and cross selling	Provide one pass colour invoice printing process	
Allowing	Increased brand preference	Growth	Reduced cost per customer and a more sustainable	