

EBOOK

Enhancing the customer experience through invoice delivery



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Evolving the shipping experience

Shopping in brick and mortar stores can be stressful, especially during the busiest times of the year.

You need to get to the store when it's open, find parking, wait in lines, search for items that may or may not be in stock, and deal with the always dreadful return process. Thankfully, technology has taken the shopping experience online and streamlined things end-to-end.

Today, you can shop at your computer or on your phone, on your schedule, day or night. Your items are delivered anywhere you want, sometimes on the same day. And thanks to the power of AI and machine learning, you don't even need to know what you are looking for because it'll find you!

Today's leaders get it

When you offer an epic customer experience (CX) online, you gain loyalty.

- At **Amazon**, customer loyalty is built through easy discovery, no-hassle customer service, and fast shipping. Programs like Amazon Prime have been shown to increase customer loyalty, with Prime members spending more than twice the amount regular members spend each year
- **Zappos** was also started with a unique customer-focused culture with their Customer Loyalty Team handling issues and delivering “WOW through service.” The company was acquired in 2009 by Amazon, but employees still rave about how great it is to work there. Each year Zappos receives 30,000 resumes to fill 300 positions.

Why customer experience matters

Satisfied customers are loyal customers. It's that simple.

When every experience with your business is a positive one, your customers will stick with you. Customer experience isn't just a buzzword – it impacts your bottom line. Studies have shown that experience-driven businesses see an average annual growth rate of 15% (versus 11% for other entities). CX is also expected to overtake everything, including price and product quality as the top brand differentiator.

Good CX also leads to word-of-mouth recommendations, which are proven to be the most effective way to grow any business. And since it's up to five times more expensive to acquire a new customer than retain and expand your footprint with a current customer, doesn't it just make financial sense?

So how do
you uplevel
your customer
experience? 

| It starts with communication.

Ask your customers what they like about your company, and which parts they dislike. Use sales and marketing data to learn when and why customers leave. Identify which pieces of your sales process are working, and which steps are frustrating or confusing. Then solve these pain points so your customers have a stellar experience from start to finish.

At many organizations, the order-to-cash process is often where customer experience drops. An outdated, manual invoice delivery and payment process can

irritate customers and create problems in your relationship. No customer wants to wait weeks to receive your invoice then manually process it for their AP system. And you don't want to wait to get paid.

Customers want answers to their questions fast and access to their accounts 24/7. If your customers call because they received the wrong invoice, there's a mistake on their account, invoices are lost, or they can't find answers to simple questions, then your customer experience isn't cutting it.

Answer these three questions

- How often do you send the wrong invoice to the wrong customer?
- How often do invoices get lost?
- How long does it take for your customers to send in their payments?

If you're not happy with the answers to these questions, your customers aren't happy either. These mistakes and delays lead to dissatisfied customers who will take their business somewhere else after one too many bad experiences.

The answer is a comprehensive, automated solution that does the work for you while saving you time and money.

Enhancing CX through invoicing

There are many ways
of sending invoices to
your customers:

Print

Fax

Email

Web

presentment

AP integration

Today, world-class organizations are transitioning customers to electronic invoice presentment and payment (EIPP) options.

Online invoicing and payments offer businesses the ability to save on printing and postage while giving customers a self-service portal to access invoices and answer questions 24/7/365, regardless of when your office is open.

If you use a manual invoice delivery process, you're missing out on opportunities to enhance your CX while accelerating cash flow and saving on AR costs at the same time.

Where do you start?

When you're ready to fix the pain points, start at the beginning of your order-to-cash process with invoice delivery.

While there are many invoice delivery options, most AR teams only use one or two and they handle the process in-

house. Old school delivery involves having employees print invoices, stuff envelopes and mail them at the post office. It's an inefficient use of time and resources, plus the costs add up quickly, as do the mistakes. Let's take a closer look at invoice delivery automation.

Choose an automated invoice delivery solution

Automating your invoice delivery will have a bigger impact on customer experience and loyalty than you might think. Having the ability to shop online saves us from having to wait in long lines in crowded stores. We repeatedly shop at our favorite

websites because the experience makes us happy. Once you offer an outstanding online invoicing and bill pay experience, your happy customers will enjoy doing business with you.

Offer flexibility and options

The financial advantages you'll gain from using an automated invoice delivery solution are too numerous to count here, but they fall into three main categories: accelerated cash flow, increased operational efficiency and reduced DSO. More importantly, your customers will be happy and loyal.

Here are just a few reasons why your customers will love your automated invoice delivery methods. Best of all, when you send invoices right away, you can offer early payment discounts which help you manage your cash flow.

PRINT INVOICES

- Invoices are sent quickly – and arrive within days, not weeks
- Tracking ensures invoices aren't lost in the mail

WEB PRESENTMENT

- Customers get 24/7 access to current invoices online, as well as their billing history
- Download invoice files in AP-friendly formats

AP INTEGRATION

- Invoice data is transmitted accurately and promptly

FAX INVOICES

- Few providers offer fax invoices. Perfect for contractors without a home office
- Fax software can confirm the fax goes through without errors

EMAIL INVOICES

- Well-designed invoices make it easy to read
- Multiple formats allow customers to feed email invoices directly into their accounting software or AP system
- You can offer customers the option to pay invoices within the email

Make your
customers happy 

Who doesn't love choices?

Instead of the limited invoice delivery methods you have today, an automated invoicing solution will allow you to offer your customers flexible invoice delivery options, using much less effort than your current methods. When you add coordinated efforts to encourage electronic invoice delivery, your customers can adopt online invoicing at their own pace.

Make your employees happy, too

Automating invoice delivery and offering flexible options will make your employees happier, too. No longer will they need to stuff envelopes for hours on end. Now they can instead focus on more strategic initiatives like finding other ways to enhance your organization's customer experience. Customer service

teams will no longer spend time looking up files and tracking down information because dashboards and reporting tools offer information that can be drilled down and analyzed. And when your employees are happier, they'll make customers happier too.

It's a win-win scenario

You can't go wrong with the right solution. Automated, zero-touch invoicing gives you accuracy, speed and the ability to keep the process moving and delight customers even when employees are out sick or on

vacation. When your cash flow increases, you'll be able to invest in your business, make strategic decisions and grow faster than ever before.



Learn more

Visit billtrust.com or [contact our sales team](#).

ABOUT BILLTRUST

Finance leaders turn to Billtrust to get paid faster while controlling costs, accelerating cash flow and maximizing customer satisfaction. As a B2B order-to-cash software and digital payments market leader, we help the world's leading brands move finance forward with AI-powered solutions to transition from expensive paper invoicing and check acceptance to efficient electronic billing and payments. With more than \$1 trillion invoice dollars processed, Billtrust delivers business value through deep industry expertise and a culture relentlessly focused on delivering meaningful customer outcomes.

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