



AT A GLANCE

Client

Lindorff, a financial services firm with 1,600 employees that operates in eight countries in the Nordics and Baltics and has annual revenues of \$225 million, offers payment solutions through its financing, invoicing, administration, and debt recovery services.

Challenge

To develop a cost-effective way to deliver 50,000 personalized, multi-language invoices per day through a variety of channels while complying with the legal requirements of the different countries.

Solution

Lindorff chose StreamServe *Financial* to streamline the customer invoice processes, from design to presentment and distribution.

Results

StreamServe *Financial* has helped Lindorff significantly improve customer communication across national borders, enhance Enterprise Document Presentment processes, and minimize costs.

StreamServe® provides “creditable” solution for Lindorff

How does a financial services firm that sends out 50,000 personalized invoices a day across multiple borders, languages, and distribution channels while adhering to local regulations make it look so easy?

They use StreamServe *Financial*™.

Norway-based Lindorff provides financial services in eight countries in the Nordic and Baltic region. It has 1,600 employees and generates yearly revenues of about \$225 million from three main business areas: Lindorff Customer Services; Lindorff Decision, and Lindorff Payment.

The group's credit information databases, analyses, and customer relations management (CRM) solutions provide opportunities for its clients to find and develop profitable customers and avoid credit losses. Lindorff offers reliable payment through various solutions for financing, invoice administration, and debt recovery.

Personalizing international documents

Lindorff distributes 50,000 letters daily across the different markets, which puts pressure on the company to develop efficient Enterprise Document Presentment (EDP) processes, such as being able to provide customers in different countries with correct information according to national requirements and design preferences. Lindorff also improves customer communication by turning one-way communications into a two-way model; something that the company expects will improve customer service and satisfaction.

“Customers in different countries need to be addressed in their own language and of course all documents need to comply with national regulations,” said Trond Lie Evensen, team leader at Lindorff. “These are quite time-consuming processes when handled manually, so we needed a solution that could provide more autonomy.”

Lindorff turned to StreamServe *Financial* to meet the challenges. With StreamServe, Lindorff has significantly improved customer communication and internal document management processes.

Eliminating labor-intensive processes

Now, customers in all eight countries can easily be addressed in a personalized way since StreamServe *Financial* allows for automatic document creation according to specific country requirements. In addition, all business documents can be designed to serve as personalized marketing and sales tools.



StreamServe helps us communicate effectively and efficiently across different markets, languages, national borders, and distribution channels. It has been a very good investment for us.”

Trond Lie Evensen,
Team Leader, Lindorff

“StreamServe helps us communicate in a more efficient way with our different markets,” said MR. Evensen. “It’s a solution for communicating through all sorts of channels, and it has been a very good investment for us.”

For example, Lindorff uses StreamServe *Financial* when communicating with its largest customer, the Norwegian Post.

The Norwegian Post manages all international packages that enter Norway through Lindorff’s StreamServe EDP-based solution. In practice, the application generates an XML file containing all invoice information.

The StreamServe application then automatically merges the invoice information with the toll declaration information already available on the Lindorff server. In the end, StreamServe Financial insures that what previously took 10-12 people to do manually (matching toll declarations to the correct invoices), now takes place automatically so that employees are able to use their time more productively.

Communicating via any channel

Currently about 70 percent of all Lindorff customers receive personalized printed information in their own language by regular mail. But StreamServe Financial enables communication via virtually any channel, such as Fax, email, Web, and even SMS.

“The StreamServe application has contributed to making it possible for us to take a giant step towards better customer service,” said Mr. Evensen said. “In addition, we now carefully promote our electronic services, and in the future we expect to increase the percentage of customers who choose this communication channel. This way, we will improve customer service even more, and at the same time cut internal mailing costs.”

StreamServe *Financial* offers another benefit. Customer support staff has constant access to the same documents as the customer has received, which enables a much quicker conversation when a customer calls with a question.

“Our customers can choose from variety of communication channels, including two-way communication, which means that we are able to keep them satisfied,” said Mr. Evensen. “That is what business is all about these days,”

