

Lindorff orchestrates invoicing the modern Norwegian way

Norwegian company Lindorff operates in the Nordics and the Baltic states. As a primary dealer in the billing, accounting and debt collection industry, cross border customer communication has become an issue of utmost importance. The implementation of StreamServe Enterprise Document Presentment (EDP) has enabled Lindorff to capture the value of every business document, and opened up for true, two-way communication, allowing the customers to choose communication channel.

With 1600 employees and gross revenues at 180 million Euros, Lindorff uses StreamServe to communicate with customers in 8 countries.

- StreamServe helps us communicate in a more efficient way with the market, says Trond Lie Evensen, Teamleader at Lindorff. It is a solution for communicating through all sorts of channels, and it has been a very good investment for us.

- Today 70% of Lindorff's customers receive printed economic information distributed by post. Our goal is to bypass this traditional letter and communicate electronically in order to cut costs. We regard this as a natural evolution and it is something we actively promote by investing both in technology and encouraging our customers to actively choose an electronic distribution channel. It also gives us improved security, since paper based communication always stands a risk to disappear, Evensen continues.

Lindorff now face interesting challenges for the future and there is great potential in the way business documents can be carriers of personalized marketing and sales messages. Today, the company sends 50 000 letters a day to their customers in all sorts of formats and channels. One of the challenges for Lindorff has been to create modern design and layout in the documents they use for communicating with customers.

This also creates possibilities for invoicing over the borders.



- Customers in different countries can easily be addressed since StreamServe EDP allows us to automatically create the document in the correct language and adjust for different legal issues in pre designed invoices aimed for different markets.

Lindorff also take significant advantage from the electronic archive solution. Customer support has access to the same document as the customer sees and thus can give a faster and more accurate support.

- The best thing that happened in the process of moving to StreamServe EDP was that we opened up for real, two-way communication in making it easier for the customers to communicate with us, Evensen concludes. Now customers can choose from a whole variety of communication channels, and our systems are up to it!

How Lindorff avoid handling 20 000 documents manually

Lindorff achieves considerable savings with StreamServe EDP when communicating with their largest client, the Norwegian Post (Posten) for all parcels that enter Norway. Lindorff Accounting sends an invoice and a toll declaration for every parcel that enters Norway via Posten. These two documents are connected and sent simultaneously to the customer.

Any parcel that enters Norway is registered in the StreamServe application at Lindorff. An XML-file is generated with all the invoice information, and the toll declaration is shown in PDF format on the Lindorff server. StreamServe then merges the PDF and XML-file, generates an invoice and sends it to a print shop or by email to the end customer who receives the parcel.

We thus avoid handling 20 000 documents manually as well as manually link the invoice to the toll document. By automating this process we also avoid mistakes due to manual handling, which reduces customer support demands. This took ten to twelve full time employees to do before, who now can benefit our customer, Posten, in other more productive ways!