

INVOICING WAS UPDATED

to support marketing



iO Kustantajapalvelut takes care of the customer and subscriber services of 70 Finnish magazines. iO Kustantajapalvelut handles the magazines' invoicing and payment transactions together with OpusCapita.

"This enables us to offer our customers a cost-effective and comprehensive service for the management of invoicing and payment transactions. We now also have the use of a new, even faster and cheaper solution for carrying out marketing communications," says Riitta Strandberg, Managing Director.

iO Kustantajapalvelut has been using OpusCapita's invoice forwarding service since 2009. At the start of 2015 iO Kustantajapalvelut introduced OpusCapita's comprehensive, multichannel Invoice Sending service which makes it possible to edit invoice formats and

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attachments according to a publisher's wishes. The Printer Driver feature was also included with this service, which makes it possible to print various information letters and marketing messages directly into the OpusCapita service to be distributed to the end customers along the same channel as the invoices.

"These solutions increase flexibility: we can quickly make a decision on a marketing campaign, for example, and then the material to support this can be produced rapidly. Being able to edit the for-

mat of invoices is also a significant marketing benefit for our customers."

Environmental perspective boosts popularity of e-invoices

Every year iO Kustantajapalvelut sends about 300,000 invoices for its customer companies. The invoice material is produced in iO Kustantajapalvelut's own system, where the publishers' customer and subscription registers are also managed. OpusCapita delivers the invoices to the end customers, either as paper invoices or



Photo: Sirpa Ryyppö

“OpusCapita helps us to provide our customers with a cost-effective and comprehensive service for managing invoicing and payment transactions.”

Riitta Strandberg, Managing Director, iO Kustantajapalvelut Oy

Challenge:

- » To cost-efficiently and quickly take care of the invoicing of customer companies.

Solution:

- » The Invoice Sending service for sending sales invoices covers paper invoices, e-invoices for businesses and e-invoices for consumers through one connection. The Printer Driver feature also makes it possible to include information and marketing messages on the invoices and enables effective distribution.
- » The Accounts software for managing accounts is used to monitor incoming payment transactions and process them from the account statements for bookkeeping.

e-invoices or to the NetPost portal, for example.

At the same time that the Invoice Sending service was introduced, consumer customers were also included within the scope of e-invoicing. E-invoices were previously sent only to business customers. The tasks involved in invoicing have remained the same, as the invoice material is still sent to OpusCapita in one format through one connection as before.

Strandberg says that the majority of consumers still want to receive their invoices in the traditional way, i.e. on paper and by mail, but the number of people who are choosing e-invoices is rising steadily.

“The e-invoice is a cheaper option for publishers. The environmental perspective has also increased in importance, and it is precisely this factor that increases interest in the communications that are carried out on e-invoices and paper invoices.”

Top marks for cooperation

Strandberg explains that OpusCapita’s services help iO Kustantajapalvelut to save working hours and resources in its own organization, and employees are able to focus even more on their customer service tasks, for example.

“Our last project ran smoothly, like our many years of cooperation, and we have no complaints. The deadlines were met and OpusCapita’s contact persons were active,” says Strandberg.



iO Kustantajapalvelut provides external register management services for magazine publishers, organizations, unions and associations. The service package includes tasks associated with the management of customer and subscription data, such as new subscriptions, cancellations, prevention of cancellations and changes of address, and the invoicing process, all the way to debt collection. The service can also include storage, marketing and other mailing. In addition to the outsourced services, the company offers its customers browser-based iO-CRM software to manage customer and subscriber information. iO Kustantajapalvelut, which is recognized in its field, operates nationally and takes care of the magazines of about 40 customers. The company has 12–15 employees and its turnover is about EUR 1 million. www.kustantajapalvelut.fi

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www.opuscapita.com