



Accelerated transfer to electronic sales invoices

Oil company Teboil wanted to speed up the rate that its customers were switching over to e-invoices. When the company was no longer able to increase the number of customers switching over to e-invoices based on its own efforts, Posti's invoice sending service helped to provide an additional boost.

*"We want to streamline and digitize our internal processes, and e-invoicing is part of this. Naturally, the direct and obvious savings that result from the increase in e-invoicing is also an important factor," says **Petri Auvinen**, Director, Business services unit at Teboil.*

Posti Messaging and Teboil completed a successful e-invoice activation project for consumer and corporate customers in 2015. Over six months the number of e-invoice recipients increased significantly in the target groups.

"We achieved good results in a short time. The increase in the number of e-invoices provides us with huge annual savings as the cost of sending invoices has decreased by dozens of percent."

The total cost of invoicing is one of the most important KPIs in Teboil's business services.

"We would have never achieved these results without an expert partner. Posti has many years of experience in e-invoicing. It also has knowledge of consumer behavior, for example, and up-to-date information on the requirements of different banks," says Auvinen.

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Director, Business services unit
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Rapid implementation for those interested

Teboil sends about 1.2 million invoices a year. For several years Posti has been sending all of the company’s sales invoices to consumers and companies either as conventional paper invoices or via electronic channels.

Teboil operates in two business areas, which also has an impact on its invoicing. Auvinen explains that in the wholesale of fuel oil and heating oil, customers are invoiced for each order, while on the retail side Teboil’s corporate credit card customers are invoiced for their purchases once or twice a month. A detailed list of all purchases, which may be dozens of pages long, is enclosed with each invoice.

“Such invoices are expensive for the sender. However, we did not want to start charging our customers for paper invoices, as we wanted to find positive ways of increasing the number of e-invoices,” says Auvinen.

Consumer customers were approached with marketing messages attached to their paper invoices and with a competition, for example, giving customers switching to e-invoicing the chance to win an invoice-free month. The campaign to encourage corporate customers to switch to e-invoicing was carried out via email with selected target groups and an electronic tool which surveyed whether companies wanted to and were able to transfer to e-invoices.

“We were able to quickly connect those interested to our electronic channels. We also made use of Posti’s extensive databases of those companies that receive e-invoices and then contacted them directly.”

Auvinen explains that e-invoicing involves technological challenges and he hopes that banks will start to develop the functionalities of their online banks by focusing on offering SMEs an even more flexible service. For example, many small transport companies would like to receive Teboil’s invoices in their

Challenge

- Teboil’s own efforts were no longer enough to increase the number of customers receiving electronic sales invoices. The company wanted to speed up the rate that its customers were switching over to electronic invoices. The aim was to achieve considerable savings and to increase the number of electronic processes in internal business support services.

Solution

- The eActivation project encouraged consumer and corporate customers to choose electronic invoicing. Campaigns created for different target groups considerably increased the number of electronic sales invoices in a short time.

online banks, but it is not possible to deliver important attachments with invoices to all invoice recipients.

“It has been beneficial for us to have an invoicing partner that is a large company which actively monitors what takes place on the market and is involved in developing the sector.”

TEBOIL

Oy Teboil Ab imports, markets, sells and distributes oil and energy products. Teboil has a network of around 550 branches of service stations and unmanned stations. The company is also engaged in the wholesale and corporate sale of fuel oils and diesel, the consumer sale of heating oil and the sale of lubricants and liquefied petroleum gas. In 2014 the company’s turnover was EUR 2.1 billion and its market share was 26 percent. Teboil is part of the LUKOIL Group.

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Posti Messaging is helping organizations to digitalize and automate their communication processes. Our services increase efficiency for B2C companies and their segmented communications, this way we give the end customer a better customer journey. We optimize our customers process for invoices, agreements and other consumer messages at the same as time we offer corresponding payment solutions.

We handle hundreds of millions of invoice and document transactions annually. With 600 professionals over the Baltic Sea, we serve over 5000 customers in Finland, Sweden and Norway. We are headquartered in Helsinki, Finland. Posti Messaging business unit is a part of the Posti Group.

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