

Client Case Study

Electronic Delivery

At A Glance

For a Midwestern trucking company, sending paper invoices was cumbersome and increasingly expensive. LaserNet's eDelivery Professional solution reduces costs, shortens the accounts receivable cycle, and provides delivery tracking.

The Client

A regional less-than-truckload (LTL) carrier, this client is headquartered in Wisconsin's Fox Valley. Specializing in next-day deliveries within their direct service area, they pride themselves on consistently delivering high-quality, reliable services to their customers.

The Problem

This client sent over 12,000 invoices each month to their customers and experienced billing challenges that are typical to many businesses: lost paperwork, overdue collections, mailing delays, and rising postal rates. With a singular traditional print-and-mail solution not working, they searched for a solution to decrease costs while maintaining quality.

The LaserNet Solution

Implementing LaserNet's Professional eDelivery solution was as simple as adding client email addresses to the invoice data file. LaserNet's Solution Design team did the rest of the work.

Once the Professional solution was in place, this client experienced results that were immediate and meaningful. When the client creates an invoice, e-mail links are sent to their customers within 24 hours, significantly reducing mail delays. Their customers can easily view, print, or save the invoice—whatever manner that works best for them. No more lost paperwork.

If an email address is not available for a particular customer, LaserNet seamlessly continues to print and mail those invoices. However, for every email collected, the client saves over 50% of their total mailing costs. Rising postal rates become a non-issue.

Equally important, the client receives immediate feedback on bounced email addresses, timing of email delivery, and who clicked to view a particular invoice link. This information is invaluable for successfully managing the tens of thousands of invoices processed annually by this client.

The Results

This trucking company sought a solution to decrease costs while maintaining quality. By choosing to work with LaserNet, they have realized benefits on two fronts:

- They substantially reduced mailing costs by delivering invoices electronically, while increasing customer satisfaction for customers who prefer to receive electronic documents.
- They streamlined internal administrative invoice tracking efforts while increasing the speed of bill payments.

Implementing LaserNet's Professional eDelivery solution was as simple as adding client email addresses to the invoice data file.

About LaserNet:

Founded: 1994

What we do:

- Successful document delivery solutions for transportation, utilities, healthcare, financial services, and other industries.
- Produces over 100 million images annually.
- Electronic delivery, print, mail, document design, archival services.
- Customer invoices and statements, letters, notices, payroll checks, bills of lading, manifest documents, fulfillment kits.

Contact information:

1-877-337-2966
or
www.laser-net.com