Mark Smith

VP of Finance

ABC Corporation

**Recently Released Study Documents the Need for Improved Client Statements**

Dear Mark

Recently we completed a study on the quality of the information presented via customer statements and invoices. We commissioned an independent research organization to contact your company and 150 peer organizations similar to yours to define best practices relative to information collection, organization and presentment through invoices and statements...

We would like to thank your company for being part of the study. As promised we are writing you and (Title 1) and (Title 2) to share the results of the study which focused on the quality and clarity of information displayed on client statements and invoices. We believe the findings will help you and your colleagues improve customer interactions by documenting the principles by which industry leaders are improving customer interactions through information presentation in invoices and statements both on paper and via digital presentment.

You may be interested to know that:

• **Over 84% of companies interviewed believed that they their invoicing process was sub-optimized, and would benefit from an improved invoicing presentation for their customers.**

• **71% of companies reported challenges related to collecting information across multiple IT systems which acted as separate repositories of critical customer data.**

**• Automation of customer invoicing and upgraded print operations was identified as a top 2013 priority for many companies within the survey.**

Best in class organizations report lower customer service costs, improved customer retention, better brand-awareness, along with improved collections management. Please allow us 30 minutes to present the conclusions and best practices that came from the industry survey.

We look forward to sharing our ideas and experience. We will contact you to set up a time for you to review the results and present the data. We are providing all participant companies a copy of the PowerPoint after the presentation.

We look forward to speaking to you soon.

Warm Regards,

Rohit

Research