

The Anatomy of a Great Statement

Did you know?

- Over 2 billion bills, invoices and statements are sent by mail each year within Canada¹
- The average Canadian receives 2 bills or statements each week, or 104 per year¹
- **But...**only 10% of Canadian organizations have transformed their customer statements into powerful communications tools, according to a study conducted by industry experts²

¹Source: 2007 Mail Study, Canada Post, 2007, CP # 07-02
²Source: Great statements improve customer relationships white paper, Canada Post, November 2006

A Great Statement can...

- **Increase revenues** through targeted cross-sell and upsell messages
- **Decrease customer care costs** by reducing call volume to call centres
- **Improve cash flow** by shortening payment cycles
- **Improve the overall customer experience** and build customer loyalty
- **Enhance brand awareness**

Overall features

- Conservative application of colour
- Limited number of font styles
- Only initial words and proper nouns are capitalized
- Font size is easy to read
- Important information is on page 1

Statement is personalized and customized to customer's profile, preferences and purchasing behaviour

Includes information on the company's loyalty program

Includes relevant offer

Website for service information is easy to find

Includes relevant news item

GLOBALcorp

Your account number 123-456-78901
Invoice date August 15, 2007
Invoice number 566015-0807
Invoice period July 15, 2007 – August 14, 2007

Invoice

Services for:
 JACOB MARTIN
 450 ANYWHERE AVENUE
 LITTLETOWN ON K1X 2X2

Contact us:
 GLOBALCORP
 321 SOMEWHERE STREET
 BIGCITY AB T2X 3X3

Toll-free:
Customer service: 1-800-555-2345
Help line: 1-866-555-4321
Web: www.globalcorp.ca

Jacob Martin, this month you earned **945** GlobalCorp Reward Points. Your total number of Reward Points is now **22,674**. You can redeem your points for dozens of great rewards, including: \$50 gift certificate to the OK Coral Steakhouse (15,000 points); a 1 Day Family Pass for the City Zoo (18,000 points); or a year's supply of Mr. Yummy's Cookies (20,000 points). For a full list of GlobalCorp rewards, visit www.globalcorp.ca/rewards.

Account activity

Date	Description	Amount
July 2 / 07	Sports Zone	\$45.89
July 4 / 07	Bright Smile Dentistry	\$123.85
July 5 / 07	ATM cash advance	\$200.00
July 10 / 07	Good Eats Restaurant	\$52.08
July 13 / 07	Fly Canada airfare	\$476.22
July 18 / 07	Nothing But Yarn	\$28.86
July 20 / 07	Ginette's Hair Salon	\$94.32
July 21 / 07	PetroGas	\$38.94
July 21 / 07	Doggie Spa	\$38.45
July 23 / 07	Ye Olde Candy Shoppe	\$8.70
July 25 / 07	Monster Cinema	\$16.50
July 28 / 07	Nothing But Yarn	(\$28.86)
Total this statement:		\$1,094.95

QuickSummary

Total amount owing \$1,094.95
Minimum payment due \$25.00
Payment due date August 31, 2007

Previous statement \$543.22
Payments received (\$543.22)
Amount outstanding \$0.00
Annual interest rate 19.50%

SmartChart
 SmartChart provides a visual summary of your purchases by category, allowing you to track and compare your purchase trends month by month.

SAVE 20% Save 20% on your next purchase at Sports Zone simply for being a valued customer of GlobalCorp. Bring your customer statement or provide your account number at the time of purchase, and save 20% instantly.

Questions?
 Visit www.globalcorp.ca or call toll-free 1-866-555-4321

Did you know ...?
 GlobalCorp is a major sponsor of the Vancouver 2010 Canadian Olympic Team.

How to pay your GlobalCorp invoice

- By epost
- Online at www.globalcorp.ca/payment
- Automatically by pre-authorized chequing or credit card payment
- By cheque and mailing to the address at the top of the page

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Account number and date of issue are obvious

Contact info is clear and easy to find

Summary information is separate and clear

Minimum payment amount and due date are obvious

Statement is customized to customer's recent activities

Use of graphics and visual aids

Payment options and next steps are clear and obvious

Uses Page x of y pagination