

7 tasks you can *hand over to automation.*

Real problems with solutions that already exist — for small and mid-sized businesses in Romania.

Checked on 16 October 2026

How to read this guide

Every item has two things: a public source showing the problem is real, and a solution that already exists, documented by the vendor, by ANAF or as a published template. Nothing experimental.

Some you can switch on yourself in the software you already use. Others need an integration between programs — that's where I come in.

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01

Supplier e-invoices pulled from SPV automatically

THE PROBLEM

Received invoices stay in SPV for only 60 days, and downloading them by hand is easy to put off. A B2B invoice received outside RO e-Factura but booked anyway can earn the buyer, too, a fine of 15% of its value.

DOCUMENTED SOLUTIONS

- ✓ SmartBill imports received e-invoices automatically, several times a day, once you authorise the account in SPV.
- ✓ Oblio Wallet receives supplier invoices as soon as they appear in SPV.
- ✓ For other software or your own register: the ANAF e-Factura API (listing and downloading messages), with OAuth authentication.

SOURCES

SmartBill — preluare e-Factura · smartbill.ro

StartupCafe, 2026 — e-Factura: termene și amenzi · startupcafe.ro

SmartBill Ajutor — preluarea automată a e-facturilor · ajutor.smartbill.ro

Oblio Wallet · oblio.eu

ANAF — servicii web e-Factura · static.anaf.ro

ANAF — înregistrarea aplicațiilor OAuth (PDF) · static.anaf.ro

02

Invoices issued straight from orders, with e-Factura sent automatically

THE PROBLEM

From 2026 an invoice must reach RO e-Factura within 5 working days of issue, and late filing is fined 1,000–10,000 lei. Since 2025 the obligation also covers invoices that companies issue to private individuals.

DOCUMENTED SOLUTIONS

- ✓ SmartBill sends invoices to ANAF automatically; its official WooCommerce plugin issues the invoice when an order changes status (on some SmartBill plans only).
- ✓ Oblio has a public API — sending to SPV included — and an open-source WooCommerce plugin.
- ✓ From Excel or another system: the SmartBill, Oblio or FGO APIs (FGO on its PRO and PREMIUM plans).

SOURCES

StartupCafe, 2026 — e-Factura: termene și amenzi · startupcafe.ro

Fiscalitatea, 2025 — e-Factura B2C · fiscalitatea.ro

SmartBill — e-Factura · smartbill.ro

SmartBill — plugin WooCommerce · wordpress.org

SmartBill API · api.smartbill.ro

Oblio API · oblio.eu

Oblio — integrare WooCommerce · oblio.eu

FGO API · api-testuat.fgo.ro

03

Unpaid invoices chased automatically

THE PROBLEM

About 83% of Romanian businesses report overdue invoices (Atradius, 2026). In 2025, late payment affected 42% of sales made on credit.

DOCUMENTED SOLUTIONS

- ✓ SmartBill sends customers up to 3 automatic emails before or after the due date (not on the Silver plan).
- ✓ With a Google Sheet: published n8n templates send reminders from Gmail, tiered if you like.
- ✓ A card payment link on the invoice, through Oblio's Netopia or Stripe integration.

SOURCES

Atradius, 2026 — B2B payment practices, Romania · group.atradius.com

Atradius, 2025 — B2B payment practices, Romania · group.atradius.com

SmartBill Ajutor — notificări clienți · ajutor.smartbill.ro

n8n — remindere de plată din Google Sheets + Gmail · n8n.io

n8n — remindere pe trepte pentru facturi restante · n8n.io

Oblio — integrări (Netopia, Stripe) · oblio.eu

04

e-Transport UIT codes generated from the invoice or delivery note

THE PROBLEM

In the first three months of 2026, ANAF's anti-fraud directorate issued 484 sanctions worth almost 10 million lei. The most frequent breaches: undeclared transports and expired UIT codes.

DOCUMENTED SOLUTIONS

- ✓ Oblio generates the UIT code from the document, and sending to e-Transport is free.
- ✓ SmartBill has a module for the e-Transport notification and the UIT code.
- ✓ For other systems: the ANAF e-Transport API, with the same OAuth authentication as e-Factura.

SOURCES

StartupCafe, 2026 — amenzi e-Transport · startupcafe.ro

Oblio — e-Transport · oblio.eu

SmartBill Ajutor — notificare e-Transport și cod UIT · ajutor.smartbill.ro

ANAF — servicii web e-Transport · static.anaf.ro

ANAF — înregistrarea aplicațiilor OAuth (PDF) · static.anaf.ro

05

Online booking with automatic reminders

THE PROBLEM

In outpatient healthcare the average no-show rate is around 23% (a review of 105 studies, 2018). Text-message reminders improve attendance (Cochrane, 2013).

DOCUMENTED SOLUTIONS

- ✓ Google Calendar: online booking straight into your calendar (appointment schedules); automatic email reminders are a feature of paid Google Workspace plans.
- ✓ Cal.com: on the free plan, reminder workflows run with the default text.
- ✓ WhatsApp Business Platform: template messages are the only ones allowed outside the conversation window — exactly the format reminders need.

SOURCES

Dantas et al., Health Policy, 2018 — no-show rates (105 studies) · ideas.repec.org

Cochrane review, 2013 — mobile phone reminders · cochranelibrary.com

Google Calendar — appointment schedules · support.google.com

Google Workspace — appointment scheduling plans · workspace.google.com

Cal.com — workflows · cal.com

WhatsApp Business Platform — message templates · developers.facebook.com

06

Leads captured and contacted at once

THE PROBLEM

An audit of 2,241 US companies found that only 37% respond to an online lead within an hour and 23% never respond. Companies that call within the hour are nearly 7 times as likely to qualify the lead (Harvard Business Review, 2011).

DOCUMENTED SOLUTIONS

- ✓ Meta offers official CRM integrations for Lead Ads forms.
- ✓ With a webhook and the Graph API, the lead lands in a sheet or CRM the moment the form is sent.
- ✓ n8n has an official “Facebook Lead Ads Trigger” node, and Zapier has a ready-made integration into Google Sheets.

SOURCES

Harvard Business Review, 2011 — The Short Life of Online Sales Leads · hbr.org

Meta — Lead Ads CRM integrations · facebook.com

Meta — webhooks for Lead Ads · developers.facebook.com

n8n — Facebook Lead Ads trigger · docs.n8n.io

Zapier — Facebook Lead Ads → Google Sheets · zapier.com

Review requests sent automatically after a sale or visit

THE PROBLEM

97% of consumers read reviews of local businesses, and 78% were asked to leave one in the past 12 months (BrightLocal, 2026, US). Your competitors are probably asking already.

DOCUMENTED SOLUTIONS

- ✓ Google Business Profile gives you an official review link (and QR code). Note: Google forbids rewards for reviews.
- ✓ Published n8n (WooCommerce, after an order) and Zapier templates send the request automatically.

SOURCES

BrightLocal, 2026 — Local Consumer Review Survey · brightlocal.com

Google Business Profile — share a review link · support.google.com

Google — review policies · support.google.com

n8n — post-purchase review requests (WooCommerce) · n8n.io

Zapier — post-order review requests · zapier.com

What next

Not sure where to start? In 30 minutes I'll show you which of these fit your business and what the manual work costs you now. The audit is free.

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