



CUSTOMER SUCCESS STORY: LARGE CABLE COMPANY

CLIENT GOALS

The northeast region of a large cable company—one that has grown into a multi-service provider of digital technology, home entertainment and information choices, primarily for the residential subscriber—had outgrown its statements.

The company, the second leading provider of services in the region, offers video, high-speed Internet, VoIP digital phone service and mobile broadband service. In its 50-year-history, the company had expanded in the region to include six different divisions. Acquisitions were a key part of its success—but with the acquisitions came different ways of tracking data and different names for products and offerings.

As part of a larger rebranding effort, the company embarked on a statement redesign project, hoping to standardize data across five of the region's divisions—which would have an impact on 2.2 million customers. The divisions agreed to standardize their acronyms, product names, promotions and campaigns.

CSG—the company's billing, print, and mail services provider—worked with the company on data standardization, use of color, and ad pages and inserts, while an outside agency worked on the statement redesign as part of the corporate branding project.

CHALLENGES

The company wanted to bring consistency to its customer experience and make their statements more dynamic. They wanted to solve these key issues:

- ➔ **Inconsistent look and feel.** As part of the corporate rebranding project, the divisions knew they needed to change their statements, and standardize how information was presented to their customers. Each statement had a different design, but with the same data elements.
- ➔ **Inconsistent terminology.** Product names differed across the region's divisions, even though the products themselves were the same. Packages, credits, adjustments, and other elements were described differently in each division. When a customer moved from one division to another, their statement would look entirely different, even if they had not made any changes to their services.





- **Underutilized color.** The statements did not use color to convey important information to the customer, which meant the customer had to work harder to quickly pinpoint important details (for example, past-due amounts were not highlighted for the customer; nor were promotions that were about to end).
- **Unoptimized promotion.** The company was using separate direct-mail initiatives to alert their customers to new offerings and promotions, rather than making the statements do double duty—thus duplicating their print and mailing costs.

RESULTS

With that in mind, CSG went into action, implementing a strategy that would ensure consistency and data standardization across the five divisions, instituting business color on statements to improve customer usability, incorporating ad inserts and ad pages into the company's statements, and aligning with the corporate brand redesign.

The cable company saw some interesting changes as a result. Support calls dropped by 8-10% across the five divisions during the first month. The region's 2.2 million customers were clearly finding their statements easier to use—and the company saw an estimated savings of \$223,520 - \$279,400 for the first month after implementation.

Part of the success of the venture is due to the business rules CSG implemented, applying their industry knowledge of best practices on using color to enhance readability. By using customer-specific codes, the company can customize what that customer sees with each statement: if it's a past-due statement, for example, the customer will not receive promotions on new products—and color is used to draw attention to the overdue amount.

If a special offer is about to expire, the statement uses color to flag any changes in price for the customer, who would also receive a message on their statement alerting them to the upcoming deadline—clarifying billing issues and reducing support calls.

The company saw additional savings by including ad pages and inserts with the statements, rather than running separate direct mail campaigns for promoting new services and programs. With direct mail, the company was spending \$32 per response. When they implemented CSG's approach, the company saved about 60%, seeing their costs drop to \$13.55 per response with the first project.

ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).