



CUSTOMER SUCCESS STORY:

BROADBAND PROVIDER

A mid-sized broadband cable, phone, and Internet provider reduced costs and increased customer satisfaction by moving to the CSG Secure eStatement solution.

CHALLENGE

A mid-sized broadband cable, phone, and Internet provider in the southeastern United States wanted to reduce costs and make it easier for customers to receive and pay their bills on time. With residential and business customers across eight southeastern states, our client had challenges ensuring that their statements reached customers in a timely manner from their previous provider—and their customer satisfaction was taking a hit because of it.

Customers were receiving bills late and missing their payment window, and access to the company's electronic billing services wasn't optimal. The client wanted to allow customers to pay their bills electronically, enabling them to avoid delays and offering significant convenience for the customer, not to mention accelerating revenue.

SOLUTION

In 2010, the company turned to CSG to implement a solution that would meet its needs, ensuring statement

delivery to multiple customer locations within a standardized delivery window and providing an easy to use electronic statement for payment. The solution CSG provided enabled the company to suppress paper statements and implement a central document imaging solution to help their customer service reps with inbound calls. It also helped them save costs on postal rates and offered customers a new look and feel for statements and other documents. To further their suppression rates, CSG implemented electronic statement presentation through a secure email push.

As a result, production costs are down, customer satisfaction is up, and the company is saving on postal costs and receiving revenue more quickly. All told, the company initially saved \$38,000 in the first year of the solution's operation.

CLIENT GOALS

With customers in outlying areas missing payment windows because of uncoordinated delivery times, our client wanted to both speed delivery of its bills to customers and offer an electronic alternative.

As it began its professional relationship with CSG in 2010, the company wanted to:



- Standardize statement delivery to all markets, ensuring that all customers receive their bills in a timely fashion
- Eliminate delays in payment due to weekends and holidays
- Make it easy for customers to adopt online billing
- Increase their customer base
- Take advantage of online advertising

KEY RESULTS

In the year that this solution has been active, the company has seen its production costs fall and its customer service satisfaction numbers increase. To further their electronic suppression and adoption efforts, Secure eStatement was implemented, helping them gain an additional 2 percent towards their electronic adoption rate. The company saved \$38,000 in postal savings in the first year, and realized additional savings through lower customer service costs such as fewer inbound calls and reduced call-handling times.

CSG'S APPROACH

CSG's solution, implemented under a tight timeline, drove the release of 325,000 statements and customer letters per month with a suite of CSG solutions that includes:

- Secure eStatement
- Exact CSR View
- SMARTColor™
- Statement redesign

- Ad Pages
- Print & Mail

CSG implemented its Secure eStatement, which allows their customers to review their bills electronically and submit their payments via Western Union—enabling customers to meet payment windows and accelerate cash flow for the company. Secure eStatement has reduced paper and mailing costs and has provided another communication channel for their customer communications and interactions. Secure eStatement provides their customers the opportunity to pay their bills by simply filling out form fields in secure PDFs that arrive via email—reducing operating costs for the company and increasing customer satisfaction.

The company's statements were redesigned to take advantage of SMARTColor™ full color—increasing customer understanding of their billing detail and decreasing support calls through the use of full color. Color printing is proven to effectively enhance readability, guide customers to important message points, and incite response.

To further maximize revenue opportunities with their statements, the company began using ad pages by leveraging space on the statement to deliver targeted ads to their customers. With the use of full color printing, they can grab their customers' attention and improve response rates to special offers.

**VICE PRESIDENT, INFORMATION TECHNOLOGY,
CABLE BROADBAND CLIENT**

**"THE SECURE ESTATEMENT SOLUTION HAS
BEEN IDEAL."**



Exact CSR View enables customer support to access and view customer documents intently and exactly as the customer sees them. This has enabled the company to deliver faster, more efficient service, making it easier to identify and resolve questions—improving customer service and reducing printing and call-handling costs.

CONTINUING TRENDS

Our client continues to see cost savings, process improvements, and reduced production costs. In addition, the company was able to move to full color statements at a savings of what their previous vendor was providing for just one color. Migration to a full-color bill was well received by customers, and the company continues to promote its eBilling platform to customers.

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](https://www.csgi.com) and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).