



CUSTOMER SUCCESS STORY:

NEWWAVE COMMUNICATIONS

NewWave is committed to making customer interactions simple and positive

THE CHALLENGE

NewWave Communications is a broadband/cable company providing television, high speed Internet, and digital telephone services for residential and business customers in Arkansas, Illinois, Indiana, Louisiana, Mississippi, Missouri, Nevada and Texas. The company, which has grown through acquisition, recently launched a video on demand (VOD) service and home security/automation tools. Their “Smart Pac” package includes security for customer computers, cloud storage options, and games.

As a player in the competitive broadband market, NewWave differentiates itself by providing unparalleled customer service. The company is always looking for ways to improve the customer experience, including expanding and upgrading their fiber optic network and committing to making customer interactions as simple and positive as possible.

As part of their commitment to customers, NewWave wanted more dynamic billing statements that clarified billing information, drew attention to new offers, and was easier to read. The company also needed a solution that could deliver more insights into customer reaction to marketing messages, and one that would enable faster changes to statement design.

THE SOLUTION

NewWave enlisted CSG to help them make their statements more dynamic for customers and more actionable for NewWave. CSG went to work improving NewWave’s statements, redesigning the statements with color to draw the eye to key information like due dates and special offers.

Next, CSG implemented CSG Message Manager, which helps NewWave extend targeted offers to specific customers and track the results of marketing campaigns embedded in the statements. CSG also helped NewWave institute a loyalty program to increase communication with its customers, and revamped NewWave’s ad pages to show important notifications such as rate changes.

NewWave also wanted more agility in its statement design, so that they could change their design as their marketing messages changed. “We didn’t want to wait to change our messaging until we’d used our pre-printed stock,” said Kyle Alcorn, VP of Marketing at NewWave. “We wanted to make design changes quickly and easily.”



TOGETHER, YOU WIN.



With CSG's help, NewWave was able to change the way they create and adjust customer messages—and view the messages in real time when they do make changes. Tracking the results of each message change is easy, and NewWave is able to target its marketing campaigns more precisely as a result.

THE RESULTS

NewWave now sends its customers full-color statements that are easy to read and easy to redesign as customer needs change, making statements a key tool in their efforts to make the customer experience pleasant and stress-free. Ad pages now offer the most up-to-date information in a way that is easy for customers to understand, and a customer loyalty program enhances the NewWave customer experience.

"Between new technologies, new delivery systems, and new channels, there has never been a time when the speed of change has been so fast," Alcorn said. "We want to leverage that to provide our customers with the best service possible, and CSG helped us do just that."

Customer response to the statements has been positive, Alcorn added. "Our customers have been very happy with the new statements—the strategic use of color and graphics have made it much easier for customers to find important information." NewWave is also seeing a difference in the number of calls to its call center. In Q3 of calendar year 2013, customer support calls dropped, and the percentage of late payments has also decreased.

With the statement redesign, not only is NewWave better able to serve their customers, but the company has turned its statements into a revenue-generating marketing tool. The company uses CSG Message Manager to customize its statements with targeted offers and messages, track the results of the changes, and implement the winning strategies across the NewWave customer base.

"What sets NewWave apart is our ability to please our customers," Alcorn concludes. "CSG helps us give them a great experience, even when they're paying their bills."



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](#).