CUSTOMER SUCCESS STORY:

SINGTEL OPTUS

Expert Billing For the Top-End of Town

SingTel Optus (Optus) needed to differentiate itself from its competitors and create a valuable service to attract and retain high-value customers. The company wanted to optimize its service to large corporate and government entities and therefore needed a billing and transaction management system to support that market segment.

STRATEGY

As the largest competitor to Australia's incumbent, Optus has taken a very strategic approach to winning high value customers.

Optus introduced superior customer-focused service to the market, along with premium product and service bundles. The corporate and government market in particular was requesting a better method to manage their communications portfolios.

To support this business decision, Optus selected Singleview as the strategic billing and transaction management system for their corporate and government customers. They chose Singleview because of its flexibility and functionality, which supports the concept of a "market of one".

RESULTS

Optus has reduced overall cost of ownership and improved operational efficiencies with lower bill processing cycle times and seamless internal operations, not to mention reduced spend on accessing data and increased time on servicing its corporate and government customers.

OPTUS – AN OVERVIEW

Optus, now owned by telecommunications giant SingTel, commenced operation in 1992 and is one of the largest communications service providers in Australia. It has more than 9.7 million wireless customers today and provides a broad range of communications services including mobile, national and long distance services, local telephony, international telephony, business network services, internet and satellite services and subscription television.

ORGANIZATIONAL STRUCTURES REFLECTED WITH EASE

Singleview's hierarchies provide powerful aggregation features, which allow for the management of complex corporate and government accounts. The ability of Singleview to imitate these organizational structures is achieved via its superior and multifaceted hierarchies. Each account is treated individually, allowing billing, reporting and invoicing to be tailored to meet the client's individual business model. These hierarchies can sometimes be 8-9 levels deep with thousands of nodes.

BILLS AND REPORTS AS A SELLING TOOL

Optus is able to use the options provided by Singleview as a key differentiator for high value corporate clients. With Singleview, Optus customers have total control when they want it and how they want it.

There are two key benefits for Optus customers:

→ One single bill for all products and service.

→ Advanced multiple reporting functionality.

SINGLE BILL

Reflects the structure of the individual organization, regardless of the payment nature.

It allows the customer to consolidate all the discounting to match the organization's total spend. In addition, customers can construct the bill so that it reflects the business's financial model.

For example: all mobile users receive an individual bill, each user pays their own account and the company receives a consolidated statement with each mobile user's costs, and a discount for the total company usage. Also, the bill can be broken down by division, department and cost center.

**JOHN BICKMORE,
DIRECTOR OF BILLING SERVICES, OPTUS**

"ONE OF THE BIG BENEFITS WE HAVE WITH SINGLEVIEW IS THE ABILITY TO DO THE CONFIGURATION OURSELVES. THIS REDUCES THE COST AND GIVES US CONTROL OF THE CONFIGURATION."

COMPLEMENTARY BY NATURE

Singleview performs the role of both a primary rater and biller for Optus' digital data, satellite, ATM and frame relay services products. It also complements Optus' other systems by consolidating fixed-line voice and mobile charges so that its corporate customers can see all services converged in one report.

In operation, Singleview receives rated billing data from two upstream billing platforms, one serving wireline and the other for mobile services. Singleview may apply its own discounts to the rated data and display the results on the invoice. In this situation, Singleview combines rated data with a customer's other charges, such as those for IP services.

Consolidated invoices that include the expenditure and discounts on all services are then produced for the customer's hierarchy.

In addition to billing, Singleview provides a number of data feeds to downstream systems within Optus. It provides data for invoicing, data warehousing, account history and details and provides numerous forms of reporting through several interfaces.

MULTIPLE REPORTING FUNCTIONALITY

A variety of effective management reports are available. These reports can assist in reducing communications costs. Monitoring the billing information for excessive usage and examining extraordinary costs and operational forecasting is made easy. "Singleview has a very sophisticated hierarchical reporting system," says John Bickmore, Director of Billing Services for Optus. "As a result, customers get very substantial, structured cost center reports. Customers tell us the structure they want to see for their bills. They tell us their cost

centers and the information they need to receive on their bills and we provide it."

For Optus this detailed cost center reporting was particularly attractive to large corporate customers, who would rather concentrate their efforts on their core business processes, not compile cost center data. Using Singleview, they gain a consolidated view of their telecommunications costs that allows them to analyze usage and and optimally allocate resources.

CONVERGENT SERVICES, CREATIVE PROMOTION AND LOYALTY SCHEMES

The ability within Singleview to provide converged services and custom discounts and promotions was another major attraction to Optus. Because the system allows consolidation of multiple billing products onto a single invoice, Optus is able to easily apply custom discounts and promotions to selected customers as well as introduce rewards and loyalty Schemes.

Additionally, Optus is in a position to manage the Singleview system independent of CSG if it chooses to. Singleview's configuration language makes it possible for Optus to introduce their own business models to Singleview without the need for change requests from CSG or touching any of the system's core code.

IMPROVED CUSTOMER SERVICE – THE OPTUS EXPERIENCE

Enhanced customer service representative productivity is another major benefit to Optus from implementing Singleview. Optus is now able to deal with all aspects of its customer's account during a single interaction, through one point of contact. This wasn't possible in the past because there was no easy connection between the multiple administrative and billing systems maintained by Optus.

SCALING UP WITH OPTUS, ON TIME AND ON BUDGET

Optus commenced the implementation of Singleview, which was successfully deliver six months later. In the years since, Optus has increased services to accommodate many customers, equating to over half a million complex services being supported on Singleview each month.

As its business grew, Optus chose to implement all new Singleview versions. All upgrades have occurred without incident and are a testament to the product and the partnership.

Additionally, all projects with Optus have run to schedule. For example, the year 2000 not only saw the need for Y2K compliance, it also saw a complete overhaul to the Australian taxation laws. The introduction of complex GST rules meant Singleview needed to handle mandatory new government requirements.

Working in partnership with the Singleview team, Optus was able to configure the GST requirements into Singleview ahead of the government-imposed deadline. CSG and Optus enjoy a strong and successful relationship that goes beyond a typical client situation.

The teams have worked together for more than 6 years and through open communication and a clear understanding of requirements and business goals the Singleview team is able to ensure the best possible solution for Optus.

With Singleview, Optus continues to challenge the status quo by finding better ways for their customers to conduct business.

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.

JOHN BICKMORE,
DIRECTOR OF BILLING SERVICES, OPTUS

"WITH SINGLEVIEW, CUSTOMER SERVICE ONLY NEEDS TO USE ONE SYSTEM TO COVER ALL QUERIES. IT'S FAR MORE EFFICIENT FOR BOTH US AND THE CUSTOMER TO BE ABLE TO HANDLE ALL THE QUERIES FROM ONE BILLING SYSTEM."