

CASE STUDY

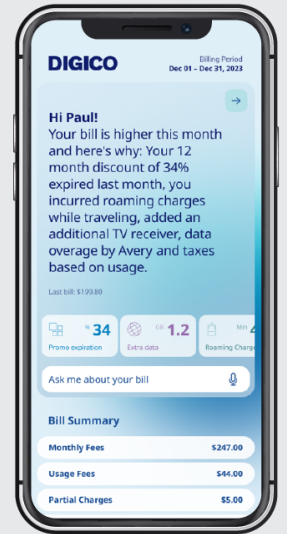
CSG BILL EXPLAINER

LARGE SERVICE OPERATOR

LEANS ON CSG BILL EXPLAINER

TO ANSWER QUESTIONS

BEFORE CUSTOMERS CALL IN



CLEAR BILL EXPLANATION REDUCES COST TO SERVE AND TOTAL CALL CENTER VOLUMES

WHO?

One of the largest service operators in North America.

WHAT?

Core to this client's mission was an unwavering commitment to their customers.

While they were focused on building out one of the world's first 10G broadband platforms, they knew they needed to ensure their customers could grow with them and continue to make the most of their services across cable television, internet, and telephone.

What did that start with? A simple and straightforward billing experience.

HOW?

For help, they turned to CSG, who introduced CSG Bill Explainer – a intelligent bill explanation tool.

The solution provided a personalized bill breakdown view, comparing fluctuations in monthly charges and providing plain language descriptions of 'why' customers are seeing such changes. Not only did this reduce bill confusion by offering an intuitive digital experience for customers, but it also eliminated the need to call into the contact center. Even with an annual rate increase, the total reduction in call center activity went down – saving agent bandwidth and cutting costs.

This client is not just providing internet, TV, and phone services and building a bigger gigabit platform – they're building a community. A community where everyone has access to high-speed services, where billing is transparent, and customers are always the #1 priority.

RESULTS

Bill Explainer enabled an intuitive digital experience for customers to navigate their bill, providing insights into which charges have changed month over month and the rationale as to why.



17.5%

Reduction in Total Call Center Activity



\$2.5M

Estimated Annual Savings



60 seconds

of Self-Service vs. 7+ Min with an Agent

CSG BILL EXPLAINER—TAKING BILLING BEYOND A TRANSACTIONAL EXPERIENCE