

From Spark to Flame - the Journey to Build a Better Bill

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Brite:Bill, an Amdocs company, is a specialist billing software company that transforms the way service providers present and manage billing communications to their customers. The company started life in 2010 as a consumer-focused online bill storage service, winning the inaugural Spark Of Genius award at the Dublin Web Summit that same year. The prestigious award recognizes companies with significant potential and promise. They were right: Brite:Bill has since grown into a successful global player, which led to its recent acquisition by Amdocs. Today, over \$5 billion worth of bills are processed by the world's largest service providers on the Brite:Bill platform every month.



Innovation leadership

The vision for the company is to develop design-led solutions that look beyond revenue collection alone and towards building and strengthening customer relationships. Alan Coleman, Brite:Bill's CEO, believes "that every communication is only as good as its outcome" and this led him to break step with traditional approaches. In the five years prior to its acquisition, Brite:Bill landed multi-million dollar contract wins with leading global telecoms giants such as Comcast, Sprint, Rogers, Vodafone, T-Mobile, Nos, Eircom, UPC, Meteor and Tele2.

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Where it all started...

The production and presentation of bills is a long-standing core part of any service provider's enterprise architecture. The principle of producing a bill that is timely and accurate is at the very heart of a healthy billing process, and a healthy customer relationship. There is a problem, however: the billing engines that calculate these bills are complex systems and while they can carry out millions of rating and charging calculations, they are not designed to also consider how the customer's bill should look. In today's world where customers expect personalized communications through their channel of choice, cold, dull notifications and demands for payment simply don't fit with the overall brand promise of the service provider that issues them.

Brands invest a lot of marketing dollars to develop and nurture their image and acquire customers. However, many neglect how they present billing information. The monthly bill is a key communication channel that gives service providers the opportunity to develop customer relationships and deliver on their brand promises. Shackled by legacy system constraints and increasing complexity, many bills fall short and just confuse and frustrate users. A bad customer experience follows with poorly designed and unclear bills resulting in higher rates of costly inbound customer queries, increased churn, and reduced customer satisfaction and advocacy.

Where to next?

By utilizing a design-led approach to information presentation and personalization, supported by artificial intelligence and machine learning, bills are transformed into customer-centric and engaging communications. This reduces call center interactions and enables service providers to re-assign agents to more complex issues, saving costs, and simultaneously increasing satisfaction.

Personalization:

Brite:Bill believes that the long-term key to omnichannel success lies in highly personalized customer engagement. With the solution, service providers can engage with customers in a whole new way: pre-empting questions, tackling issues and highlighting appropriate new services through personalized, persuasive content. The bill is transformed into a personalized communication with targeted, relevant information. Brite:Bill can tailor both Care and Sales & Marketing messages to pro-actively help each and every subscriber.

The end result is billing communications that are visually compelling, clear, and easy to understand, greatly improving customer experience and satisfaction. Brite:Bill puts a co-ordinated customer workflow at the heart of its personalized bill presentation solutions. Every bill is focused on the customer's needs and wants, going far beyond being just a demand for payment.

Design:

As a design-led company, Brite:Bill, believes that the elegance and simplicity of great design should be applied to bills, and that's a big part of how it delivers value. Experts know how to achieve the best outcomes for both the service provider and the customer when it comes to the bill. It has developed unique insights through the application of disciplines such as information architecture, behavioral science, and user experience. When developing its design, the company considered all aspects from fonts and colors, to tone of voice. It also gives providers the ability to connect with customers in a more meaningful way. Its creative team helps providers shape what to say, how to say it, and where to place key targeted messages and calls to action. Together, Brite:Bill and its growing client base work on creating customer communications that are easier to understand and radically improve the customer experience.

The solution greatly boosts customer satisfaction and helps reduce costly calls to customer service, resulting in huge cost savings for service providers. The improved customer experience increases customer loyalty and retention and ultimately is reflected in increased revenues.

Bills offer a fantastic opportunity to engage with each customer in a personalized way, and to position new goods and services in the context of each individual customer's existing services and relationship with the service provider. Research has shown that if a new product is framed in a personal and contextual way, the customer is four times more likely to sign up.

With Brite:Bill, service providers can present billing information in a flexible, personal, and intuitive way—a way that pre-empts problems and answers questions without the need for the customer to pick up the phone.

Business customers also get the insights they need through tailored analytics and customizable dashboards to easily understand costs and service usage through beautifully rendered, easily understood graphs, tables, and alerts.

Service providers are at the forefront of how consumers are adopting new digital services. They face a challenge in ensuring their products, services and processes are tuned to the highest standards of customer experience. Failure to do so will be treated harshly by customers who have increasingly high expectations.

Brite:Bill is changing the billing paradigm. What was once just a cold revenue collection notice can now be a personalized communication and this is how true customer relationship management can flourish. Everyone is aware that bills can be perceived in a very negative way, and Brite:Bill is changing that perception. This innovative approach is why tier one service providers are sitting up and taking notice of Brite:Bill. In an age where most of us have smartphones and tablets, Brite:Bill makes bills more interesting, more informative, more helpful... and less like bills! Putting all the billing information, and more, at customers' fingertips.

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