



When you start strategizing around the digital experience, some questions come to mind:

1. How can you merge the digital platform with your tried-and-true tools, like printing transactional documents?
2. How can you maintain the quality and cost-effectiveness of your customer service when adding digital channels to your customer-facing functions?
3. Once you have the new channels in place, how do you get customers to adopt them?
4. How can you generate revenue and reduce costs in the digital world?

**<PULL QUOTE>** *Electronic billing can save you anywhere from 40 to 50 cents per bill.*<sup>3</sup>

## Facing the Challenge

When you're working from a customer-first mindset, innovation comes from considering your customers' needs first and foremost. Developing an understanding of your customers leads to insights into what they want from you, which leads to creating products and services that delight them—and keep them coming back. Did you know that customers who sign up for electronic billing are more satisfied and easier to retain?<sup>3</sup> Or that Gen X'ers have the highest spending levels online?<sup>2</sup> The younger generations, however, are most savvy about using mobile devices to get things done, with Forrester reporting that 72% of GenY consumers own smartphones and 25% own tablets.<sup>2</sup>

Those numbers underscore the importance of expanding your reach into digital channels—but that's just one part of the equation. If you're dealing with a multi-generational audience,

chances are that your older customers prefer more traditional contact routes—calling a customer service line, for example—while younger customers may prefer using a mobile device and your self-service support site to solve problems. Identifying which customers prefer which channels can help you reduce costs while making sure your customers get what they need when they need it.



Make no mistake, the changes we're talking about are significant. But you can ensure success by following a few simple strategies—and by finding a partner who can help you rapidly launch and support multiple new lines of business in order to be competitive in a dynamic market.

### **Adopt a customer-first mindset.**

When you expand your platform to include digital channels, the first step to success isn't deciding what works best for the bottom line, but what works best for your customer. You might be surprised at the information you already have. Mining transactional data—when, where, and how often a customer



makes purchases—can yield insights into behavioral trends that can be turned into offers. Are Tuesdays slow for a segment of your customer base? A well-timed offer or coupon could turn that around.

Part of thinking customer-first is making sure your messaging is consistent across all communications. It can be helpful to use a tool that ensures consistency while helping you reach out to specific customers. CSG's Message Manager can be used to extend targeted offers to specific customers and track the results of marketing campaigns embedded in transactional documents. Message Manager helps ensure consistency in the

message you're sending your customers, no matter which channels you—or they—are using. It's a strong tactic for both increasing revenue and ensuring a good customer experience.

### **Evolve the business while reducing costs.**

By providing opportunities for new ways of doing business, you open your company to a necessary evolution—one that can be a game-changer. But it doesn't have to be costly. Take a strategy like customizing your transactional documents: that's a small change that can result in big sales. Sixty-four percent of respondents to a Zoomerang and InfoPrint survey say they would use personalized coupons that were printed on monthly bills and statements—and nearly half of those who responded said that would encourage brand loyalty.

To take that a step further, adding electronic billing to your services using a tool like CSG Secure eStatement, which offers EIPP electronic invoice preparation and secure payment for B2B and B2C companies. Electronic billing presents a significant opportunity for businesses to both offer their customers an easier way to pay their bills and to save costs—as much as 40 to 50 cents per bill.<sup>3</sup>

Another way to push your business forward while saving costs is to weave video into your solution. By using a personalized video like CSG SmartVideo, you can reduce call center inquiries by proactively addressing the complexity of bill administration. Real-time videos can help your customers understand their account and usage information—while you increase stickiness and uptake on value-added services like electronic billing and payment. Finally, using video can reduce the time your CSRs spend on the phone. The result? Costs from customer billing inquiries drop, while the overall customer experience improves. It's all in the wrist.

### **Increase your reach.**

When you focus on creating services that meet your customers' needs, you're delivering a compelling customer experience. As part of a well-rounded customer experience, you can use your existing communication vehicles, like transactional documents, to raise awareness of your new channels—and with a well thought-out strategy, your online and print channels can enhance one another and create a highly effective customer experience. Tools like CSG SmartColor let you increase color saturation on digital materials without increasing costs, so that you can draw attention to offers and channels seamlessly.

### **About CSG International**

CSG International (NSDAQ: CSGS) is a market-leading business support solutions and services company serving the majority of the top 100 global communications service providers, including leads in fixed, mobile and next-generation networks such as AT&T, Comcast, DISH Network, France Telecom, MasterCard, Orange, T-Mobile, Telefonica, Time Warner Cable, Vodafone, Vivo and Verizon.

With over 25 years of experience and expertise in voice, video, data and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points.

For more information, visit [www.csgoutput.com](http://www.csgoutput.com).

### **Sources**

<sup>1</sup> Reichheld, "The Loyalty Effect: The Hidden Force Behind Growth, Profits and Lasting Value," Harvard Business School Press, (1996)

<sup>2</sup> Forrester Research, "Using Digital Channels to Break Through Multichannel Relationships," February 2010

<sup>3</sup> NACHA Council for Electronic Billing and Payment