

Feature overview

Custom Semantic Checks that Prevent Billing Errors

Bad bills kill good relationships

"Bill Shock" typically refers to the negative reaction a subscriber can experience when they open their invoice to find that their monthly bill has unexpected charges. But there is another type of bill shock that is getting more attention recently; insulting modifications to the customer's name, such as "Dummy", "Loser", "A&sh@le!" or worse!

As some major providers have experienced to their detriment recently it's possible for rogue or disgruntled Customer Service agents to manually change individual customer billing information in harmful ways, such as changing a customer's first name to a profanity. Breach of conduct by Customer Service agents in this way can land providers in hot water. Beyond being abhorrent behavior and upsetting individual customers, this kind of action can seriously damage the credibility of a brand. The fall out of such errors going viral effects the public image and causes a PR disaster. Service providers would much rather prevent a crisis than manage one, and it is imperative they are able to catch these errors before they reach the customer.

Unchecked bills are one of the biggest bottom-line revenue bleeds. Miscalculations, erroneous charges, duplicate billings and messaging errors are the cause. This is due in part to the confusing, complex and often cryptic nature of invoices and bills already have a bad reputation. People dread receiving them and they often bring little beyond bad news. Bad reputations are built on bad experiences, and for consumers bills have always been either dull, depressing, confusing, or all of the above.

Few Service Providers have figured out that things could be so much better... because frankly, billing can be better. After all bills are the one regular communication that customers receive and take notice of. When they are wrong, customers get mightily annoyed. In short, bad bills kill good relationships.

BriteBill custom semantic checking

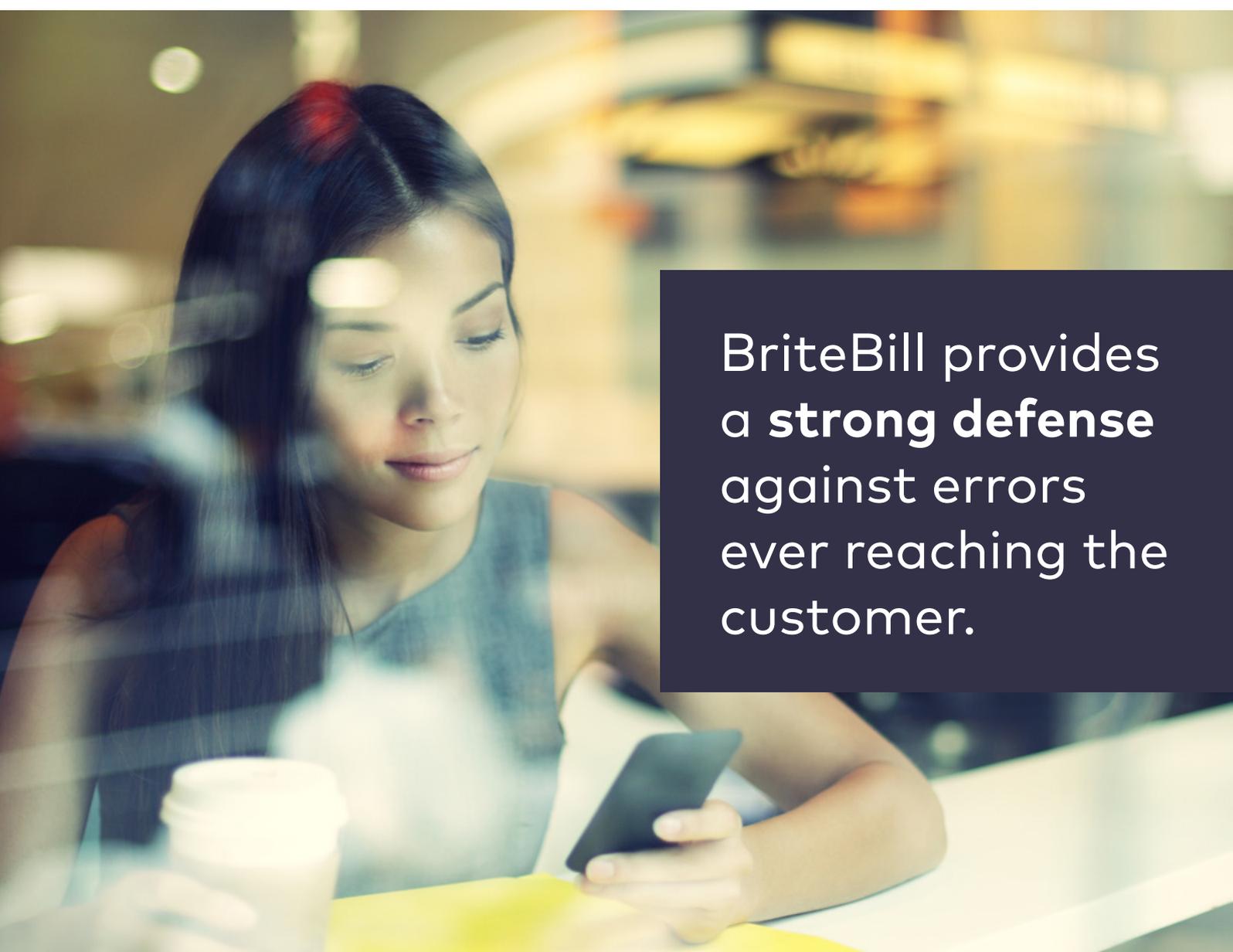
Typically bill production rates involve extremely large quantities and very high run rates. Therefore defects are often characterized and measured statistically; certain types of errors that are characterized consistently are often used as a metric for the error rate of an overall billing system. While the number of errors is measured, they are not actually prevented.

The BriteBill Consumer Bill Presentment Platform's Custom Semantic Checking feature enables Operators to detect these errors and protect their customers from all forms of Bill Shock. Building on the application's strong rules-based validation of cost-based calculations within the invoice, semantic checks can be extended to support additional custom validation requirements, such as content or provisioning checks.

BriteBill can identify anomalies before the bill is distributed to the customer, thereby preventing potential disasters.

BriteBill's semantic checking can prevent billing errors by verifying the official invoice charge against BriteBill's recalculation of the charge. Any anomalies are caught allowing the Service Provider to resolve mistakes before the bill is sent to a customer.

Using the semantic checking feature puts the power back into the service provider's hands as a list of suspect bills that don't pass the checks can be removed from a bill run. These problem bills can be stopped and then reviewed with any errors corrected before they are issued.



BriteBill provides
a **strong defense**
against errors
ever reaching the
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Preventing shocking bill charges

Custom Semantic Check rules may be configured to check the value of specific charges on the invoice. This can identify and prevent shocking bill charges due to incorrect offering or package configuration. Some examples of this are:

1. Checking that customers with an unlimited plan for certain usage types, do not have usage charges for the relevant line items on their invoice.
2. Checking invoice totals for those that exceed a certain amount and flagging identified bills for review prior to approval and distribution.

Prevent shocking name calling

Using functionality similar to the semantic validation against line item charges, the BriteBill solution can check specific content such as first name, last name or address for potentially offensive or incorrect content, such as a derogatory name. Invoices which fail validation are reported to Billing Operations for review prior to the approval of a bill run. This allows suspect invoices to be approved or rejected before being viewed by the customer online, on their mobile device or in print.

Rapid, light touch integration

This is supported by open source and BriteBill developed ETL mapping technology, a strong XML data model and rigorous semantic checking coupled with highly scalable billing data transport options from SFTP to SOAP. This approach allows for the rapid integration of the product with billing systems with little to no impact on the billing system infrastructure in very short timeframes.

All data is returned in a well-defined JSON format that is suitable for smartphone and other client application development.





Conclusion

Avoiding errors and preventing Bill Shock is crucial for Telecoms Service Providers who need to catch costly errors at source and avoid having to mop up the mess after they happen. In today's customer-centric world where companies strive to provide a positive customer experience, and savvy customers demand this, it is simply too risky for a large telco to assume that there will be no unwelcome errors in their bills, either caused intentionally by employees or otherwise. It is at the level of the bill run itself that these situations should be intercepted and prevented.

Given the intense competition and high churn rates service providers are facing, they must focus on retention and building long-term loyalty. The monthly billing interaction is paramount to shaping customer perception and brand loyalty.

BriteBill provides a strong defense against errors ever reaching the customer. With custom semantic checks there is greater control and flexibility in how spot checks are made and how errors are detected and resolved. A happy customer is more likely to sign up to new services and become a high value customer, so it is imperative that Service Providers get their bills right.

About BriteBill

BriteBill, an Amdocs company, transforms the way service providers present and manage billing communications. Cold notifications and demands for payment are transformed into customer centric and engaging communications. With the BriteBill platform, service providers can improve customer interactions by pre-empting questions, tackling issues and highlighting appropriate and new services through personalized, targeted messages and persuasive content. Business customers 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. Improved billing means less costly bill-related helpline calls, less customer churn and boosts long-term loyalty. BriteBill is headquartered in Dublin, Ireland and has offices in London, Madrid, Toronto & Philadelphia.

To find out more see www.britebill.com