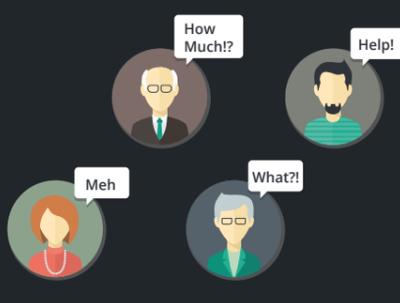


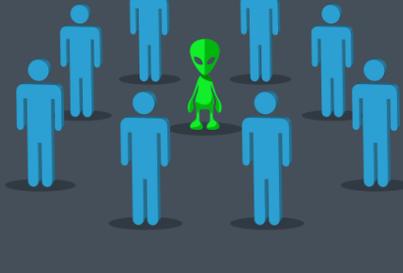
WHAT DO CONSUMERS REALLY THINK ABOUT THEIR PHONE BILLS?



Survey results show it's time to put the "Relationship" back into **Billing Relationship**

More chance of aliens than customer focused bills?

4.6 MILLION UK citizens believe there is more chance of **ALIENS** living amongst us than receiving a customer friendly bill from their Service Provider!



Bad bills make consumers feel their provider simply doesn't care...

1/3 believe their mobile operator doesn't care about individual billing issues



Unclear, impersonal, cold demands for payment cause customer dissatisfaction and churn

Nearly **33 MILLION** mobile subscribers want clearer breakdowns of charges and more personalized bills

HEY YOU, PAY NOW!



If customers can't understand charges on their bills, how can operators expect them to sign up to new services?



Over **6 million** subscribers complain their bill is full of jargon

Trust and transparency is key if providers want to build relationships with loyal customers and improve NPS

10 MILLION would recommend their operator to friends if they were pleased with their billing experience



Mobile operators are not meeting young people's expectations



1/3

young people (16-24) want easier access to billing information across multiple devices



Transforming bills into clear, personalized communications opens the door to market new products and services



20%

of phone subscribers would welcome hearing about new offerings specifically related to their mobile use pattern

What does it all mean? Better billing needs to start right now!

Better billing means mobile operators can reduce churn, deflect costly billing queries to the call center, enhance customer satisfaction and create an innovative opportunity to cross/up-sell.

Getting billing right offers a huge competitive advantage and Mobile Operators can differentiate themselves by transforming bills from cold, poorly constructed notifications or demands for payment into customer centric and engaging communications.

So, if you're a Mobile Operator you can start to engage with customers in more meaningful and relevant ways using the most important and regular communication you send to your customers; the bill, and the richest data set you have; the billing data.

For more information on transforming customer relationships through improved billing communications, contact info@britebill.com.

About Brite:Bill

Brite:Bill 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 Brite:Bill 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 boost of long-term loyalty. Brite:Bill is an innovative and unique solution used by tier one telecom operators around the globe. Brite:Bill was named a "Cool Vendor" by Gartner Inc. for 2014 and won ISA "Emerging Company of the Year". Founded in 2010, Brite:Bill is headquartered in Dublin, Ireland and has offices in London, Toronto, Madrid & Philadelphia.

About the research

1000 UK phone subscribers were surveyed. Population figures are based on latest Office for National Statistics (ONS) data.