

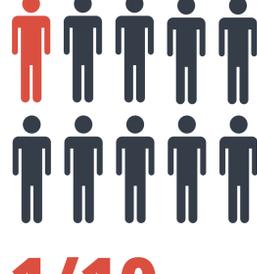
# Which channels are consumers using to engage with their digital service providers - and why?

Based on research of 1000 digital customers in the US. Here's the lowdown...



## Bills

Americans spend more time looking at billing information than any other interaction with their Communication Service Providers (CSPs)



**1/10**

consumers aged 16-24 spend over 30 minutes a month deciphering bills

**14.76 Minutes**

Is the average time consumers spend looking at billing information for their digital services each month

### Avoiding 'bill shock'

Digital consumers are becoming more savvy when it comes to checking their bills. To avoid bill shock due to excess usage, they now spend more time checking billing information on the web and mobile.



**Over 67.5%**

spend an average of 10 minutes a month contacting their providers through a mobile app

## THE BILL IS AN OPPORTUNITY TO ENGAGE

The time spent looking at billing information presents a huge opportunity for CSPs to engage with customers with relevant, timely offers based on their usage patterns and individual preferences. The bill needs to move away from being a cold, confusing demand for payment and towards becoming a customer-centric, engaging communication across all channels (paper, web and mobile).



## Social Media

The 2<sup>nd</sup> most popular channel used to engage with CSPs



25-34 year olds are 13.5% more likely to complain to their CSP on social media than 55+ year olds

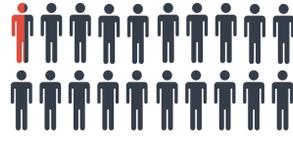


25-34 year olds are 25.9% more likely to interact with their CSP on social media than 55+ year olds

This important channel needs to be connected to the rest of the business. Service Providers that manage Social in isolation with no connection to customer data run the risk of frustrating customers when they come online asking a question or raising an issue. CSPs social media teams should be able to access the data on who the customer is and what they've signed up to.



## Self-service on CSPs website



**<1/20**

cell phone owners would visit their CSP website for FAQ's to deal with a billing issue

This doesn't show much confidence in CSPs being able to answer individual customer queries through FAQ's or other information shared on their website. Gone are the days of generic information; nowadays customers expect you to know who they are and engage them with personalized information tailored to their needs and wants.



## On the phone



**61.2%**

said the quickest way to resolve an issue with a bill is to pick up the phone and call their provider

Call centers are expensive to run, whether it be outbound campaigns or inbound calls to customer service. Most CSPs are looking at strategies to reduce the number of costly calls to care. Up to 40% of calls to care are billing related so improving customer experience across all touch points, particularly billing, can drive down these costly calls to care.



## In store face to face

The in store experience tends to be positive one. However almost 2 out of 10 Americans would like it if billing was explained to them in more detail at the point of purchase as it can be confusing when the bill arrives.



**7.5%**

of cell phone will spend over 30 minutes speaking to their service provider face-to-face



**8.8%**

said the quickest way to resolve an issue with a bill is to go in-store to speak to a representative face-to-face

## IT'S TIME TO RE-WRITE THE RULES OF ENGAGEMENT!

In today's omni channel, digital world, Service Providers need to engage with customers seamlessly on all channels.



## Top 5 tips for providers

Don't focus only on the digital front end but consider the backend technology improvement required to support transformation (CRM systems, staff training (CSR), effective analytics to monitor performance and impact, etc.).



Harness the power of digital channels making it much easier to measure feedback and get greater detail than you could before, to monitor and investigate why a customer may not be reaching their goal.



Be proactive in providing care. For example, don't wait for a customer to contact you with bill shock but reach out to them mid-cycle to provide context and explain the increase in cost. Delight your customer by dealing with a problem before they even know it's a problem.



Personalization and relevance is key; seek solutions to adapt the content of customer communications depending on non-demographic subscriber parameters such as previous interactions, expressed preferences, measured preferences and behavior in other channels.



Break down silos and assemble the right teams to achieve fast changes. Multi-disciplinary interaction with numerous smaller parts of the business.



### 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. Brite:Bill was named a "Cool Vendor" by Gartner Inc. for 2014 and won ISA "Emerging Company of the Year".

More information can be found at [www.britebill.com](http://www.britebill.com)