

What do consumers *really* think about their phone bills?

Consumer perceptions of telecoms billing 2017 survey results show its time to re-invent billing communications from a negative, stressful experience into a useful interesting experience that shows the **value** they are receiving

BAD BILLING COMMUNICATIONS MAKE CUSTOMERS FRUSTRATED...



68%

find their bill hard to understand

...AND FRUSTRATED CUSTOMERS CONTACT YOU!

29%

of customers have contacted their CSP because of billing issues



BILLING IS STILL A PRIME DRIVER OF CUSTOMER COMPLAINTS, ENQUIRIES AND CHURN

44%

of churners had also experienced a billing problem

The average cost of attracting a new customer in the US is over **\$300**



36%

of customers reported they had changed service provider in the last two years

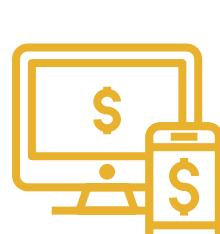
So what *do* your customers want?

PERSONALIZATION IS KEY

50% of Generation Z (16-24)

47% of Generation Y (25-34)

want their information to be more personal and visual



59% of Generation Z (16-24)

56% of Generation Y (25-34)

want the bill to tell them how to save money

CUSTOMERS WANT TO KNOW WHAT OTHER SERVICES THEY COULD BUY.

29%

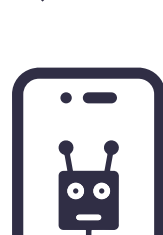
want to know about other relevant services.

58% of Generation Z & Y

want this information



RISE OF THE CHATBOTS



CHATBOT

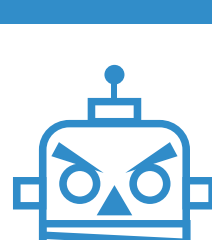
39% of customers say they would like access to a chatbot for bill enquiries

50% of Generation Z (16-24)

47% of Generation Y (25-34)

MORE CHANCE ROBOTS WILL TAKE OVER THE WORLD!?

Over a quarter **27.5%** believe robots will take over the world before their service provider improves their billing experience



ABOUT BRITE:BILL

Brite:Bill, 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 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 boosts long-term loyalty. Brite:Bill is headquartered in Dublin, Ireland and has offices in London, Madrid, Toronto & Philadelphia.