



## CUSTOMER SUCCESS STORY: CSG CHECK VERIFICATION

### SECURING REVENUE A KEY PRIORITY IN TODAY'S CHALLENGING MARKET

Paying bills through debit, credit and other electronic means is an increasingly popular method of payment for many consumers. In fact, the number of Automated Clearing House (ACH) payments continues to rise dramatically in the United States. In 2016, more than 25.5 billion transactions were conducted via the ACH Network—a 5.4 percent increase from the previous year.

Although a convenient method of payment for many consumers of communication services, providers must manage the growing increase of ACH returns due to fraud and other reasons, such as invalid account numbers and non-sufficient funds.

On average, Communication Service Providers experience ACH return rates anywhere from 3-10 percent of their total revenues collected via ACH. With the average ACH return around \$195, the process of collecting on ACH returns can be a time-consuming and expensive part of doing business.

Lost revenue is just one part of the equation when addressing rejected ACH payments. Many providers use manual and labor intensive processes to collect on ACH returns after-the-fact, taking up to four weeks to reconcile an account. Providers continue to lose

money during this period while accounts continue to use service until a disconnection occurs or a customers' account is reconciled.

### ACH RETURNS TRIGGER RISING COSTS

#### North American Communications Service Provider Faced Numerous Business Challenges

For one of North America's largest communications service providers, a growing increase in ACH returns had resulted in higher costs related to bank fees, technician expenses, increased call volumes, and an overall increase in the manual management of ACH returns and collections.

**NORTH AMERICAN COMMUNICATIONS  
SERVICE PROVIDER LEVERAGES CSG CHECK  
VERIFICATION SOLUTION TO DRAMATICALLY  
REDUCE ACH RETURNS AND COSTS  
ASSOCIATED WITH COLLECTING PAYMENTS.**



TOGETHER, YOU WIN.



ACH returns had become a significant business challenge for this provider. Overall, 5.4 percent of all ACH payments submitted to the provider were rejected every month, resulting in substantial uncollected revenue.

To collect on this revenue, the provider initiated outbound calling programs to retrieve payments in order to avoid discontinuing service for non-payment.

This time-consuming and costly process enabled the provider to collect on only about half of all ACH returns, with the rest going to collections agencies for additional time-consuming attempts to collect payment.

For this provider, it became clear that it needed a strategy for proactively addressing ACH returns in order to reduce costs and improve customer satisfaction.

## SIGNIFICANT RESULTS

### **CSG Check Verification Solution Dramatically Reduces ACH Returns for Provider**

The provider turned to its billing and customer care solutions provider, CSG, to deploy the Check Verification solution.

CSG Check Verification enables businesses to proactively decline high-risk ACH payments through all payment channel—whether it is through IVR, a call center agent, the internet, or even a walk-in payment center.

By declining ACH payments for fraud and non-sufficient funds at the time the payment is attempted, providers avoid significant costs associated with securing revenue after the fact.

**NORTH AMERICAN COMMUNICATIONS  
SERVICE PROVIDER REDUCED ACH  
RETURNS BY 64 PERCENT WITH CSG  
CHECK VERIFICATION SOLUTION.**



CSG's client experienced significant and immediate results from CSG Check Verification, including:

- Deployment of the solution in 90 days, resulting in a faster implementation of automated ACH return processes
- Reducing overall ACH returns by 64 percent while their overall ACH payment volume increased by 49 percent
- Prior to implementation, the provider experienced an ACH return rate of 5.41 percent. Immediately after deploying CSG Check Verification, the ACH return rate dropped to 3.59 percent
- Over an eight-month period, CSG customized business rules to address specific ACH return reasons for this provider. This work further reduced the ACH return rate to just 1.96 percent of all payments
- By proactively declining at-risk ACH payments in real-time, CSG Check Verification significantly decreased overall monthly ACH returns

## ADDITIONAL VALUE-ADDED BENEFITS

Because CSG Check Verification solution is used widely within the North American cable and Direct Broadcast Satellite industry, providers can achieve additional benefits, including:

- Configurable business rules that enable providers to address specific business challenges. CSG's solution automatically declines ACH payments that were accepted previously to significantly reduce bank fees associated with duplicate ACH returns
- CSG's vast database of ACH return reason codes across its customer base significantly combats fraud by cross-checking declined account numbers against those previously declined at other providers that use CSG

## ABOUT CSG CHECK VERIFICATION

Learn more about how CSG Check Verification can help your business dramatically reduce ACH returns, save costs, increase revenues and prevent fraud.

# ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at [csgi.com](http://csgi.com) and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).