



CUTTING THROUGH STATEMENT CLUTTER

Too often billing statements create information overload for customers. Cramming complex transactional information alongside personal information, amount due, targeted promotions and required regulatory verbiage, frustrates customers and drives up your costs to serve.

You can cut the clutter, or at least make it easy for customers to see the information they care about. Good statement design can radically change the customer experience – and your business results.

By making bills easy to read and personalizing them with information and offers relevant to the customer, companies are collecting payments faster, increasing Net Promoter Scores (NPS), reducing calls to their contact centers, reducing collections and disputes, and strengthening the customer relationship.

CRITICAL CONTENT

Consumers want to locate critical information like amount due and due date quickly, and are more prone to act on promotional notices when they're well-placed. Statement redesign starts with an inventory of those communication must-haves and an examination of potential customer pain points with the current statement.

Together we will re-imagine what to communicate and how you communicate using plain language, customer-centric information, and proven design principles.

Simplification provides clarity for customers, encouraging prompt payment and eliminating the need to reach out to your contact center. This strategic design also helps manage whitespace. Properly using whitespace can increase comprehension up to 20 percent, improving readability and reducing pages.





COLOR CONSCIOUS

Color is one of the first things our brains perceive and can be used as a powerful tool to create a distinctive design consistent with your brand and image (icons, colors, language, tone, style).



COLOR INCREASES BRAND
RECOGNITION BY UP TO

80 PERCENT

Color printing is proven to enhance readability, guiding customers to important messages. We design with saturation levels in mind, careful to deliver the same impact while controlling your costs.

CHANNEL AND COMPOSITION

Research shows a nearly 100 percent open rate for billing statements regardless of channel delivery. Ensuring consistency and prioritization of key bill information across print and digital channels is essential and should be a goal of your redesign.

Our container-based design approach makes this simple. Design containers once for use in multiple communication touchpoints, driving brand consistency across all delivery channels. Designated promotional containers can incorporate information or special offers targeting specific customer segments. We will work with you to determine where to place key targeted messages and calls-to-action in each channel design to ensure responsive elements work across all channels and devices.

Strategic placement of calls-to-action and statement messaging lets you educate consumers on current services as well as new product offerings to generate incremental revenue.

COMPLIANT

CSG works with clients in highly regulated industries and understands billing statements must also be compliant with applicable regulations. We will ensure that your statement will comply with your industry's applicable laws and standards.

DESIGNED FOR RESULTS

Your redesign will deliver communications that are easier to understand and will radically improve the customer experience. In addition, the improved design will deliver operational results:

- Increase NPS and decrease propensity to churn
- Deliver personalization, relevant offers and messages that convert
- Reduce number of call center calls and talk time of CSRs answering billing related questions
- Drive consumer behavior toward self-service, online engagement and statement suppression

WHY 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 and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).