



# ADT BUILDS A BETTER BILL WITH THE CSG EXPERIENCES PRACTICE

## CUSTOMER OVERVIEW

ADT is the most trusted brand in smart home and small business security. As the company's security products and services have evolved since their beginnings in 1874, they have maintained a focus on superior customer service. ADT has partnered with CSG for customer engagement, including print-and-mail solutions, since 2002.

## ELEVATING THE BILLING EXPERIENCE

In their ongoing efforts to improve customer satisfaction, ADT took the initiative to improve their customers' billing experience. They wanted an outside perspective, however, on how they could make their billing statements more intuitive. ADT brought in long-time partner CSG and the CSG Experiences Practice to review their existing documents.

Engaging CSG customer experience consultants and designers, ADT kicked off a comprehensive review of their customers' billing experience that uncovered myriad opportunities to enhance it.

## THE DISCOVERY

As a first step, the Experiences Practice conducted an on-site workshop with ADT leaders to learn the company's billing processes. ADT's initial aim was to redesign the bill itself, but the Experiences Practice found additional billing touchpoints where the company could vastly improve customer satisfaction.

They applied a rigorous but quick discovery methodology that reviewed ADT's billing experience from numerous angles.

The Experiences Practice also conducted a study comparing ADT's billing practices to those of their competitors. The resulting analysis gave ADT a better idea of changes to make for more engaging, easy-to-read bills. Finally, the Experiences Practice tested how easy it was for ADT customers to access and use the company's digital and print billing processes. This included reviewing different aspects of the billing experience, like the readability and style of the copy on the print statements and evaluating the user interface for paying bills on the website. The Experiences Practice pointed out where the digital bill pay channels could contextualize errors to help customers correct them.



ADT also had the Experiences Practice get the customers' perspective on the printed bill. Conducting individual interviews with a small group of customers, the Experiences Practice solicited feedback on how the bills were printed, their content and the content's location on the page, among other points. They sent the gathered insights to the Experiences Practice's Design Mastery team, who redesigned the printed bill.

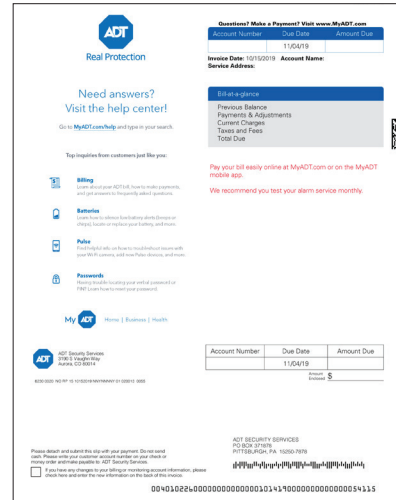
### HOW CUSTOMERS RANKED PARTS OF THE BILL BY IMPORTANCE

1. PAYMENT DUE DATE
2. TOTAL AMOUNT DUE
3. SUMMARY OF CHARGES
- ...
10. PAYMENT COUPON
11. HOME SECURITY MESSAGES
12. BILLING INFORMATION CHANGE FORM

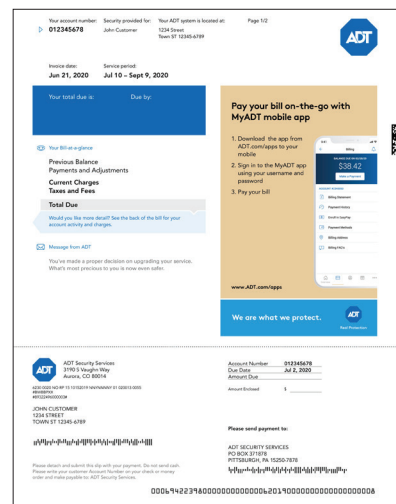
### THE REDESIGN

With a wealth of research in hand, the Design Mastery team crafted a redesigned paper billing statement for ADT. Their redesign suggested ways to streamline the bill's content and boost its readability. It made deliberate use of font, color and composition to draw the customer's attention and make critical information easier to distinguish on the page. With clear, consistent language, the bill copy explained the charges in friendly language that clarified the customer's billing status while reinforcing ADT's brand.

### BEFORE:



### AFTER:



- Appealing layout
- Conversational, brand-compliant copy
- Colors and fonts to highlight information and promotional messages
- Recomposed to prioritize key information



## THE RESULTS

From the discovery process to the reporting to the redesign proposal, ADT received a comprehensive consultation on its billing experience in four months of work.

**“THE CSG EXPERIENCES PRACTICE WAS BOTH SWIFT AND THOROUGH IN ANALYZING OUR BILL AND DELIVERING INSIGHTS WE COULD USE TO IMPROVE THE EXPERIENCE FOR OUR CUSTOMERS.”**

**– AARON MILLER, SR. DIRECTOR CX STRATEGY & EXECUTION**

ADT used the proposed redesign to launch an improved billing statement. With a more appealing composition and conversational explanations that added a human touch, ADT’s new bill was easier to read and was designed to reduce calls to the contact center.

ADT saw their inbound calls drop by 20 percent from customers who received a statement.

ADT continued engaging the Experiences Practice after this project to analyze the effectiveness of their other communications to customers.

**“IN PROVIDING OUR CUSTOMERS PEACE OF MIND, WE VALUE THE EXPERIENCE WE DELIVER IN OUR SECURITY SERVICES AS MUCH AS THE TECHNOLOGY. AND IN EACH AREA, WE ARE CONSTANTLY STRIVING TO INNOVATE.”**

**– AARON MILLER, SR. DIRECTOR CX STRATEGY & EXECUTION**

## ABOUT CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers. Operating across more than 120 countries worldwide, CSG manages billions of critical customer interactions annually, and its award-winning suite of software and services allow companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace. CSG is the trusted provider for driving digital innovation for hundreds of leading global brands, including Airtel Africa, América Móvil, AT&T, Charter Communications, Comcast, DISH, Formula 1, Hutchison 3 Indonesia, Inmarsat, Mastercard, Maximus, Mobily, MTN, New Leaf Service Contracts, State of California DMV, TalkTalk and Telstra.

To learn more, visit our website at [csgi.com](https://csgi.com) and connect with us on [LinkedIn](#) and [Twitter](#).