

# CSG Bill Composer

Transform your billing statements into compelling customer touchpoints—on any channel

Billing confusion ranks among the most frequent customer complaints across industries, according to the Consumer Federation of America. In fact, even as it’s become easier for customers and businesses to communicate with additional digital channels, companies can still struggle to deliver clear billing experiences and keep billing inquiries out of their contact center queues.

## IT’S BECOME NECESSARY TO:

### Keep Your Messaging Consistent

Two-thirds of consumers use at least three channels to contact a company, increasing the chances they receive conflicting information and branding.

### Stand Out in the Crowd of Digital Interactions

The voice and text message interactions between businesses and customers have increased nearly 950% year over year.

### Capture the Customer’s Attention

Because the vast majority of consumers expect personalization from brands they interact with (according to McKinsey & Co.) consumers are less likely to notice and act upon un-personalized communications.

## Achieve Message Mastery Across Print and Digital Channels

**CSG Bill Composer** is a self-service communication hub that lets you **compose, design and personalize** statement communications for any channel, print or digital. When you use it to create and distribute your billing statement, you can:



### Reduce Customer Friction and Calls to the Contact Center

Our tools make it easier for you to create clearer, more navigable billing statements that minimize billing inquiries from your customers and quicken the time to payment.



### Create Easy Billing Experiences on any Channel to Strengthen Customer Loyalty

From a single web-based solution, you control the messaging across channels, and make it easy for customers to switch channels to make payments and accept offers (via QR codes, SMS codes and more).



### Increase Revenue and Efficiency

With Bill Composer, you create value by (1) sending more targeted and personalized offers that drive increased sales, and (2) saving time and effort by streamlining your billing operations with this end-to-end solution.

## Keep Your Messaging Consistent

Bill Composer does more than build great billing statements. It leverages data from across your organization to craft personalized messaging, and it helps you make better-informed marketing decisions based on real-time insights.

- **Self-Service, Flexible Message Creation**  
Easily manage, customize and automate messaging for different customer segments and channels.
- **Omnichannel Bill Presentment**  
Compose a message once, then deliver it to both print and digital channels. You ensure consistent messaging and branding no matter where and how the customer receives their bill.
- **Personalization & Targeting**  
Leverage customer data from multiple sources to create targeted messages that are personalized, relevant and engaging).
- **Reporting & Analytics**  
Eliminate guesswork from your marketing. Reporting dashboards give you data insights you can use to test and optimize the messaging and offers you include on statements.

78%  
OF CONSUMERS  
BELIEVE THEY  
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TO CHOOSE HOW  
THEY RECEIVE  
COMMUNICATIONS  
FROM THEIR  
SERVICE  
PROVIDERS (PRINT  
OR DIGITAL)

## About CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global team.

Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients? Visit [csgi.com](https://www.csgi.com) to learn more.