

CSG Bill Explainer

Guide customers through the month-to-month changes on their statement. All they have to do is click.

Every consumer has a “call threshold”—the point of confusion and/or frustration they reach before they decide to pick up the phone and call customer support.

While businesses strive to make their billing statements as clear as possible, customers can still struggle to identify what caused an increase in the amount of their bill, and why.

What if your customers received a digital, visual tour of their billing statement that clearly walked them through their charges—and kept them below the call threshold?

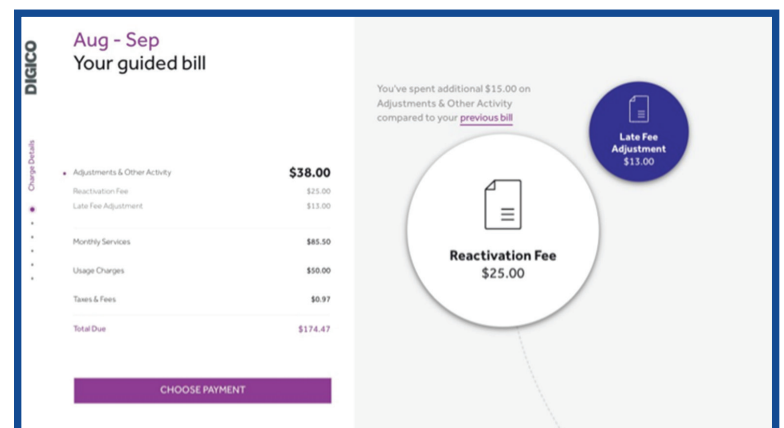
You would:

- Strengthen your customers’ trust in your brand with a transparent billing experience
- Reduce calls to your contact center
- Improve call quality and handle times
- Offer another personalized digital touchpoint
- Encourage self-servicing and eService adoption
- Improve call quality and handle times



A Dynamic Tour of the Customer's Bill

CSG Bill Explainer is a tool that guides your customers through their bill to understand their charges, including any month-to-month changes that occurred. Customers access Bill Explainer by using a unique link received via SMS or email. This allows immediate access, without authentication, to a personalized website that breaks down their bill: the balance due, if/how much the amount changed from the previous bill, itemized charges, promotion expirations, proration events, detailed descriptions, taxation events and more.



Here, customers click to see explanations for some of the most call-soliciting content on a bill, such as a late fee adjustment. They can also compare specific portions of statement with the previous statement.

30-40% of customers who access Bill Explainer click through to make a payment.

Easy To Use, Easy To Provide

Powered by a CSG-managed SaaS platform, Bill Explainer creates a dynamically generated website that presents an individual customer's bill in simple, step-by-step navigation. The tool can integrate with your back-office billing platform, content management system (CMS) or other systems to populate the site page with the customer's unique bill as well as showcasing available offers for cross-sell and upselling.

Bill Explainer is designed for quick, easy access. Because the core version of the tool displays charges, but not personally identifiable information (e.g., customer's address or payment card numbers), customers can access Bill Explainer without needing to provide a login or authentication. This key feature eliminates a common pain point for customers who have forgotten usernames and passwords.

¹ Additional features may require customer authentication but would connect Bill Explainer even more seamlessly into your brand's digital experience.

CSG can also configure the tool to:

- Accept payments
- Display personalized upsell/cross-sell offers
- Connect to artificial intelligence-driven customer support chat
- And more¹

You can quickly deploy Bill Explainer to boost self-care adoption, reduce contact center costs and strengthen your customers' trust in your brand.

What's your call threshold for launching a great billing experience? **Talk to us today.**

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.