



Five Steps to Increasing eBill Adoption

By: Ron Whaley, Chief Revenue Officer, OSG Billing Services
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It's time for cellular providers to get serious about eBill adoption and start taking advantage of the lower operational costs, better customer interaction and cross-channel marketing it provides. Whether you call it paperless, eBill or EBPP, electronic billing gives you valuable competitive advantages and has become an essential part of billing. And the explosion of new technologies has changed the way consumers interact with their service provider – specifically, when, where and how they pay their bills.

But just offering an electronic solution is not enough. You need to guide your customers to your electronic billing and make them fully aware of what you offer. With a deliberate, consistent approach, your business can increase adoption of electronic billing to help you reduce costs, sustain customer relationships and generate new business.

Use Integrated, Cross-Channel Marketing

Since not all customers view and pay their bills the same way, take advantage of the multiple channels at your disposal to spread your paperless message. With each customer interaction, whether online or through the mail, use integrated marketing to make adoption the cornerstone of your lifecycle marketing strategy. Continuously promote electronic billing using relevant messaging through traditional channels like your printed invoice, inserts and envelope. Target customers through online channels in your email notification, portal and website. Take advantage of your multiple channels to consistently educate, remind and

explain the benefits of electronic billing, including your “go green” initiatives.

Focus on Enrollment from the Start

Customers are demanding electronic billing because it provides value-added ease and convenience to their already busy lifestyle. Their transition to electronic should be just as easy and convenient. Develop a rollout strategy that includes an early enrollment plan such as the opt-in approach. As soon as your customer signs up for your cellular service, automatically enroll them in your electronic billing solution.

Keep Education at the Forefront

Many companies offer electronic billing, but don't assume your customers understand your particular product and its benefits. It's up to you to continuously explain what it is and how it works. Remind them about the convenience and security that electronic billing provides and repeat the benefits of saving

time, stamps and the hassle of paying bills manually. Explain how they can improve their credit score with scheduled payments and how your secure presentation and payment process helps protect them from identity theft.

Let Incentives Do the Work

Sweeten the pot by offering incentives and discounts to increase participation. Offer electronic billing as part of a discounted service plan. Give customers a chance to give back by planting a tree for every customer who signs up for paperless billing. Or have fun with it and enter your customers in a sweepstakes. Don't forget your front line employees and offer incentives for your in-house team for achieving goals for adoption.

Stay in Line with Mobile Technology

It's pretty clear that the future is mobile and there's no going back. Recent statistics gathered by Forrester Research, anticipates there will be 257 million smartphones and 126 million tablets in the U.S. alone by 2016. Update your mobile app to leverage the use of these connected devices to make electronic billing quick and easy for your customers. Make sure you offer a secure and easy-to-use interface that gives customers the conveniences they demand. Does your mobile app allow easy access to billing documents and account information? Do you offer one-time payment without logging in? Do you have flexible payment options? Your busy customers





look for useful features like SMS text-to-pay and text and email notifications to let them know that their bill is due or to confirm payment has been received.

However you go about your eBill adoption, keep your adoption strategy focused on what is easy and convenient

for the customer. In the fast-moving telecom industry, your customers expect the latest electronic solutions that are in line with the technology they use. Although you won't convince all your customers, take advantage of all the channels at your disposal to increase eBill adoption.

Source:

1. Forrester Research Consumer PC and Tablet Forecast, 2011 to 2016 (US)

