



# Advanced Customer Service Representative®

## **Element's Advanced Customer Care and Billing Solutions**

One. Two. Three. With new technology, new devices for delivery and new demands for service at a lower cost, today's broadband providers find themselves in an increasingly tight battle for new subscribers. Element knows that revenue growth lies in the ability to enhance the profitability of existing customers by providing multiple lines of service, and the creation of service packages with flexible bundling and billing options. More importantly, Element assists you to launch and support these services as easily as one, two, three.

While this new dynamic may require a different way of thinking, strategizing and operating, it shouldn't require a whole new infrastructure to support it. That's the beauty of Element's advanced customer care and billing solution. Not a new product, but rather the result of the continuous enhancement of our existing core Communications Control System and Advanced Customer Service Representative® (ACSR®) offerings. Element's advanced customer care and billing solution is designed to help you grow your business in more lasting, meaningful ways. So you're not just able to offer new services, but offer them in ways that enable you to create and exploit strategic advantages over your competition.

The solution supports a customer-centric, convergent approach to caring for and billing customers. It also better aligns the Customer Care and Billing (CC&B) system with today's complex operational needs. Regardless of who you are, where you operate, or the number of services you offer, Element's advanced customer care and billing solution allows you to extend a new level of flexibility to your customers by offering the advantages and potential for growth of an open systems architecture.

You're then able to support voice, video and data by adding modules that deliver the functionality you need, as you need it, to best fit your business objectives. To compete effectively in an industry where market penetration is nearing saturation, providers need a solution that not only helps them to generate immediate revenues, but also strengthen long-term profitability and position in the marketplace. That's where Element's advanced customer care and billing solution makes a difference. Because whether your strategic directives require that you lead the way in offering a true "three play" of services or to leverage your competitive advantage via true "one-to-one" relationship building, some will deliver. Together, we will.

## **Preserves Your Technology Investment**

To many, new technology represents an additional investment in infrastructure. But the advanced platform of Element's solutions from CSG is designed with an inherent openness and flexibility to accommodate changing business needs. With it, you have a common platform to more readily and efficiently offer advanced services to your customers and at the same time, increase customer satisfaction and loyalty. All while you drive revenue and decrease costs.

This advanced platform allows you to choose the ancillary products and leverage CC&B functionality, as your business requires. What's more, Element's advanced customer care and billing solution provides a more open architecture, via application program interfaces and other tools, allowing you increased flexibility in building business solutions as your strategies and competitive challenges continue to evolve.

### **Making the Customer Relationship Count**

Within today's competitive arena, each additional service represents another opportunity to bring customers closer to you. And each customer interaction—whether live, automated or online—is yet another chance to reconfirm that you are the best choice to meet their ever changing needs. With Element's advanced customer care and billing solution, you're able to view the customer from a full 360° vantage point—and make decisions accordingly.

Element's advanced customer care and billing solution enables you to:

#### *Put the Customer at the Center of the Relationship*

By making the customer the point of focus, you're easily able to retrieve and show all relevant customer data. This allows greater flexibility in tying services and accounts together, supporting all lines of business. It also creates revenue-generating transactions with the customer, demonstrates knowledge of the customer and reduces interaction time.

- *Decrease Churn* – Retain customers while generating new sources of revenue by offering cross-product bundling and pricing packages that are based on the number of lines of services. These can include: pre-set prices with price-point packages and various discount options such as value-added, volume-driven and “bottom of the bill” discounts.
- *Reduce the Cost of Service* – Profitability isn't just about increasing revenue, but also decreasing the cost of doing business. A single order entry point streamlines the ordering process, reducing time on the phone, while making it easier for Customer Service Representatives (CSRs) to promote and fulfill customer requests for multiple products and services.
- *Make Better Use of Your Resources* – Through a variety of automated processes, the system reduces the incidence of data entry errors while increasing operational efficiencies. In addition, the customer-centric view presents the CSR with only the screens and services that are pertinent to the individual customer. Simplifying order entry and work order assignment to eliminate unnecessary truck rolls is especially important where multiple lines of business are offered. This eases the high turnover rate (sometimes as high, if not higher than 30%) and reduces training costs.

- *Improve Accounts Receivable and Delinquency Treatments* – The ability to separate accounts receivables by LOB for reporting and delinquency treatment enables complex revenue sharing agreements and allows greater flexibility when applying payments for services. It also makes it easier to “split” revenues among partners. And with enhanced payment options, delinquency treatments and up to 999 dunning groups, Element’s advanced platform offers levels of functionality that are unavailable with many of the existing systems available today.

### **An Investment In Your Business – And Ours**

*Element understands more than billing, we understand business.*

We can connect you with CSG, the leading provider of CC&B systems for more than 20 years. We’ve seen how ongoing enhancements to voice, video and data technologies continue to drive renewed interest among subscribers longing for greater speed, greater reliability and above all, choice. To successfully take advantage of emerging market conditions, service providers require an advanced system that reflects next-generation technology—and the ability to integrate this new technology—without disrupting the operational procedures and strategies currently in place. That is precisely what Element’s advanced customer care and billing solution is designed to do.

The result of nearly a quarter of a century of experience and thousands of hours invested in system development over the span of several years, CSG continues to enhance the fundamental architecture and workflows within its advanced software solutions

As a result, Element connects you with CSG who offers the most flexible, open and functionally rich platform available. With it, you have the ability to offer various value-based service and fee structures that strengthen competitive advantage and improve customer retention—both of which are vital to ongoing profitability. This enhanced platform allows you to seamlessly deliver advanced service offerings with a truly convergent solution— successfully, efficiently and profitably. In today’s marketplace, growth of new subscribers may have slowed but the number of competitors eager to win your customers hasn’t.

### **About Element**

Element Customer Care is a Durham, NC-based company that offers billing services, tech support and a customer service call center. Element’s partnership with CSG Systems gives its clients access to CSG’s unique combination of solutions, services and expertise to improve operational efficiencies and deliver a quality customer experience in a competitive marketplace. For more information, visit [www.elementcare.com](http://www.elementcare.com) or contact our sales representative by phone at (919) 794-8773x5811 or E-mail [RAlexander@elementcare.com](mailto:RAlexander@elementcare.com).