

Customer Communications Delivered



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Did you know that the average consumer encounters up to 3,000 marketing messages per day, but only 12 transaction documents per month? Out of those transaction documents, 95 percent are opened and read, making the customer bill the ideal vehicle for reaching customers with important information that can help to generate revenue, decrease days sales outstanding (DSO), reduce costs, and diminish churn while increasing customer loyalty. This use of a transactional document to share important information with customers has been termed **TransPromo** messaging,

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GENERATE REVENUE

Practically speaking, TransPromo messaging can help to inform customers about new products and services and drive revenue. The invoice can be an excellent tool to aid in revenue generation through cross- and up-selling existing customers. Because the audience for TransPromo messaging is comprised entirely of current customers, there is great potential to increase profits. Alert customers of new phones or accessories that may be of interest to them and the statement printing process becomes a monthly revenue opportunity.

STRENGTHENING CUSTOMER COMMUNICATIONS AND GAINING LOYALTY

The TransPromo message offers a valuable opportunity to be proactive in communicating important information to customers. Updates about rate changes or upcoming contracts can go a long way toward building customer relationships. When customers are proactively told about changes or have those changes explained without having to ask, they gain a sense of commitment, understanding, and security.

ONE-TO-ONE MESSAGING

The ability to target customers using specific criteria and reach them with one-to-one marketing messages sets the TransPromo concept apart from standard marketing methods such as inserts or direct mailers. Using existing data about customers — transactional information, products and services they currently use, payment history, demographic data, or location — significantly increases the power of the message sent.

For another example, many carriers provide not only wireless services but also cable and wireline opportunities. A

message promoting these services is a great way to let the customer know that a company is there for them for all of their communication needs. The messaging area is also an opportunity to motivate existing customers to give a word-of-mouth recommendation to a friend or neighbor. An offer for a discount or rebate to any customer who refers a new customer can be very effective.

CULTIVATING CUSTOMER RELATIONSHIPS

Whether marketing a product or service, offering referral rewards, thanking customers for their loyalty with a discount, or sharing a message about service, formerly routine invoices can now help to generate revenue, reduce costs, and increase customer loyalty. Perhaps most importantly, TransPromo messaging allows companies to create deeper, more meaningful relationships with their customers. Says Rich Hoffman, chief technical officer of OSG Billing Services, "Connecting with customers and keeping them informed is the best way to make them feel valued. Using a monthly invoice or statement as a vehicle for this communication makes sense because it's being sent regularly and because you are guaranteed it will be read."

OSG Billing Services provides fast, accurate, and dependable invoice presentment and distribution services. OSG advises customers on direct billing strategies to improve the overall quality of the invoice and increase customer satisfaction. With a proven process for invoice design, set-up, and production, we can get invoices into consumers' hands quickly and error-free. We guarantee it. The services we offer include: invoice consultation and design, error-free print and mail, targeted marketing programs, an automated document factory, online invoice management, and electronic bill presentment and payment. Stop by Booth #322 at the RCA Annual Convention! 