



# Bill Presentment Perfection: Clarity, Transparency and Experience

Successfully Navigating  
the Paradox of Customer  
Expectations



# Table of contents

Executive Summary	3
Key Findings	4
Introduction: The Paradox of Customer Expectations in Telecom Billing	5
Leveraging Better Bill Presentment to Reduce Hybrid Subscription-Model-Driven Call Center Chaos	8
Crafting Clarity and Connection: The Path Forward Through Bill Presentment	15

# Executive Summary

A collaborative survey conducted by Amdocs and GlobalData in mid-2023, encompassing both enterprise telecom service buyers and consumers, uncovered critical challenges and innovative solutions in bill presentment within the telecom sector. This comprehensive data collection aims to delve into the current sentiment and future preferences regarding the presentment of telecom bills.

The survey uncovered that while most respondents preferred a subscription model for reduced billing errors, 54% wanted their first bill to be prorated to align the billing cycles for all their subscription services, creating a unique billing paradox in consumer expectations.

Customers demand the best of both worlds. As the telecoms struggle to balance a straightforward flat-rate subscription offering with the need to accommodate usage-based pricing, which is bound to reduce bill simplicity, the survey uncovers how Bill Presentment can be a strategic tool that can help CSPs embrace hybrid subscription models without compromising on user experience, customer satisfaction & loyalty.



# Key Findings:



- **Confusion Leads to High Call Volume into Care:** Bad billing experiences cause a lot of customer unhappiness and calls to call centers, with 26% of home users and 40% of business users reaching out due to bill confusion.



- **Clarity Builds Trust:** Trust and transparency are crucial for building and maintaining customer relationships. Customers want clear bills to trust their service providers, with 25% of business users identifying bill clarity and presentation as their top priority regarding billing systems.



- **Personalization Enhances Satisfaction:** Personal touch matters, with 75% of respondents expressing a preference for a more tailored approach to billing. The inclusion of visual representations of their charges was also identified as valuable.



- **Untapped Opportunities in Bill Presentation:** Despite traditional hesitancy, consumers and businesses are both open to receiving information about new products and services on their bills, presenting an untapped revenue opportunity for operators. In addition, a significant portion of respondents showed interest in receiving tips on how to save money.



## Introduction: The Paradox of Customer Expectations in Telecom Billing

In a dynamically evolving ecosystem, Communication service providers (CSP) are continually challenged to balance billing simplicity and accuracy with customer satisfaction.

Customers expect straightforward, transparent bills that only charge for actual usage, presenting a unique paradox: the need for simple, predictable billing alongside precise, usage-based charges. Addressing this paradox effectively, bill presentment emerges as a crucial strategic tool. It offers telecom companies a pathway to weave together the benefits of subscription models with the fairness of usage-based pricing. Through innovative billing structures and clear communication, telecom providers can enhance customer satisfaction and loyalty, which is vital in a competitive landscape.

Bill presentment is a strategic tool that can help CSPs address customers' paradoxical demands, weaving together the simplicity of subscription models with the fairness of usage-based pricing. By innovating in how bills are structured and communicated, telecom companies can navigate this complexity, ensuring customer satisfaction and loyalty in an increasingly competitive landscape.

A recent [end-user survey on billing best practices](#) conducted by Amdocs in collaboration with GlobalData has shed light on what customers think about their bills and key areas where service providers can innovate and adjust their bill presentment strategies to exceed customer expectations in the paradoxical world of subscription billing in the telecom sector.

**If you are a telecom service provider looking for ways to deliver simplified bills while managing a hybrid subscription billing approach with proration, then read on.**



This white paper is based on the results of an independent Telecommunications service provider billing study undertaken in mid-2023. The research aimed to investigate current and future telecommunications service billing sentiment and preferences among both consumers and enterprise users. The study comprised a survey of 200 enterprise telecoms service buyers and 300 consumers alongside an accompanying set of 1-to-1 interviews to better understand end-users' views and attitudes to their telco billing models and related options.



Fig 1: Breakdown of survey respondents by region, segment and response type.  
Source: Billing Best Practices End-User Survey by GlobalData, 2024

In the Enterprise domain, the survey attracted a relatively even split of respondents by region and size. Roughly two thirds of Enterprise respondents were drawn from Small and Medium-sized companies, with one third from Large and Very Large companies.

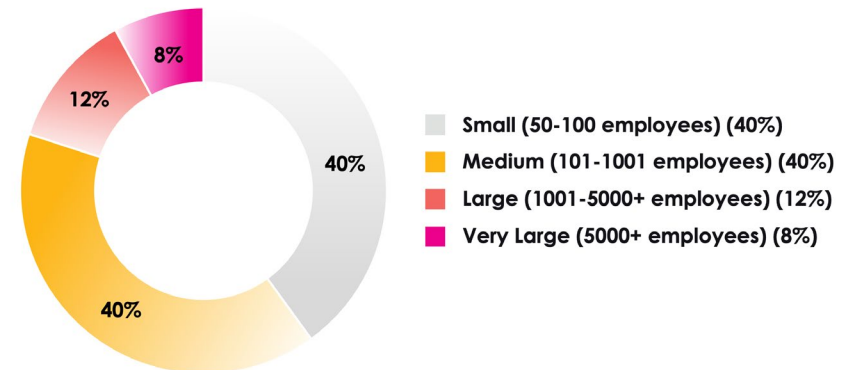


Fig 2: Size of businesses surveyed.  
Source: Billing Best Practices End-User Survey by GlobalData, 2024

# Leveraging Better Bill Presentment to Reduce Hybrid Subscription-Model-Driven Call Center Chaos

## Key Finding #1: High Volume of Calls to Care Due to Billing Confusion

One of the most significant insights from recent surveys is the direct correlation between billing confusion and increased calls to call centers. Bad billing experiences cause a lot of customer unhappiness and calls to call centers.

Around 1 in every 5 respondents report contacting their service provider to clarify bill-related confusions, while 40% of business respondents do so every 1-3 months.

Billing confusion places a considerable strain on call center resources and negatively impacts the overall customer experience. It highlights a critical pain point for both customers and service providers, especially in the context of hybrid subscription models.

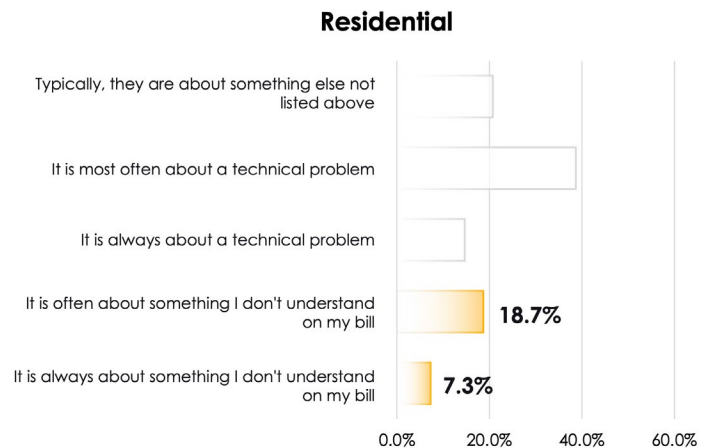


Fig 3: When you contact your service provider, what is it typically about?

Source: Billing Best Practices End-User Survey by GlobalData, 2024



Better bill presentment techniques aimed at significantly enhancing the clarity of their bills can help CSP address this prevalent issue. Demystifying the billing process for customers and providing them with detailed, straightforward breakdowns of charges that are easy to digest goes a long way in reducing bill confusion. This can be achieved by proactively clarifying potential areas of confusion and presenting bills in a more accessible format.

Employing clear, jargon-free language and integrating visual aids such as graphs, charts, and icons to illustrate usage and costs can also substantially improve bill presentation, making it easy for customers to understand what is on their bill and subsequently reducing the volume of calls to care, alleviating the burden on customer support teams and, more importantly, improving customer satisfaction. Through these focused improvements in bill presentment, companies can not only tackle the root cause of billing-related calls but also foster a more transparent, trustful relationship with their customers.

## Key Finding #2: Clarity Builds Trust

Trust and transparency are crucial for building and maintaining customer relationships. Survey responses illuminate this issue, with 58% of residential respondents identifying unclear and difficult-to-understand bills as the key reason for being unsatisfied with their telecommunications service provider.

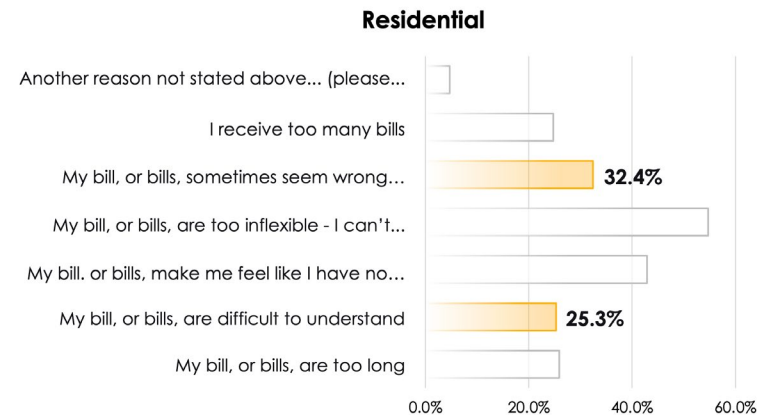


Fig 4: Residential: Why are you unsatisfied with your telecom service provider's bill?

Source: Billing Best Practices End-User Survey by GlobalData, 2024

Customers want clear bills to trust their service providers, with 25% of business users explicitly ranking bill clarity and presentation as their top priority regarding billing systems.

This clear call for enhanced bill clarity highlights the essential role that understandable and accurate billing plays in maintaining and strengthening customer relationships. Trust and transparency are crucial for building and maintaining customer relationships. Customers demand clearer breakdowns of charges to understand exactly what they are paying for and why.

CSPs can leverage better bill presentation, which enables them to provide itemized breakdowns and use visual aids like charts, graphs, videos, etc., for bill clarity. This will help build trust and solidify customer relationships.



### **Key Finding #3: Personalization Enhances Satisfaction**

The personal touch matters, with 75% of residential respondents expressing a preference for a more tailored approach to billing, yet only 12% ranked their service provider as excellent when it comes to personalized billing.

Impersonal, cold demands for payment cause customer dissatisfaction. Personalization should be a key component of the billing process. In the Whitepaper, [Evolution of Bill As A Customer Engagement Tool](#), we explore in detail how CSPs can leverage contextual personalization in billing statements to transform the billing experience from a generic transaction into a valuable touchpoint that enhances customer satisfaction.

Personalization can be used to reflect the customer's unique usage patterns, preferences, and even their billing history.

By incorporating elements such as visual usage graphs, tailored saving tips based on personal consumption, and customized offers relevant to the individual's service usage, CSPs can not only demonstrate a comprehensive understanding of the customer's needs but also create tailored and relevant experiences based on their unique preferences to foster a deeper connection, potentially reducing churn and increasing loyalty. Furthermore, personalized billing can serve as a proactive communication tool, alerting customers to potential savings or new services that could enrich their experience, making each interaction with their bill a positive reinforcement of their choice of service provider. Aligning with the survey findings where the inclusion of visual representations of their charges was also identified as valuable by the respondents.

Personalization matters to business users just as much as it does to consumers. 33% of business respondents identified the inability to customize the billing dashboard as the top challenge they currently face regarding their billing experience.



In the corporate space, billing personalization can cater specifically to the unique needs of each corporate customer. Corporate customers often have complex telecom setups with multiple lines, devices, and services broken down by departments and groups with varying needs and requirements for each. Personalized bills can provide detailed breakdowns of telecom usage, enabling corporate customers to identify areas of excessive spending or underutilized services. With this granular information, organizations can optimize their telecom plans, eliminate unnecessary services, and negotiate better deals with the CSP. Cost control and optimization translate into significant savings and increased efficiency for corporate clients. Personalized bills enable CSPs to communicate important information and updates directly to corporate customers. It may include notifications about upcoming contract renewals, changes in pricing or plans, or relevant industry news improving engagement and significantly reducing churn.

## **Key Finding #4: Untapped Opportunities in Bill Presentment**

The survey reveals a wealth of untapped opportunities in bill presentment, pointing towards its potential as a powerful channel of communication between CSPs and their customers.

Fewer than 5% of survey participants expressed a preference for receiving only billing-related details on their bills. In contrast, the vast majority were open to additional communications from their service providers via their bills, such as information on new promotions, service usage trends over time, and tips for saving money on their bills.

**Despite traditional hesitancy, consumers (47%) and businesses (60%) are both open to receiving information about new products and services on their bills, presenting an untapped revenue opportunity for operators.**



In addition, a significant portion of respondents (Consumer 68% and Business 63%) showed interest in receiving tips on how to save money.

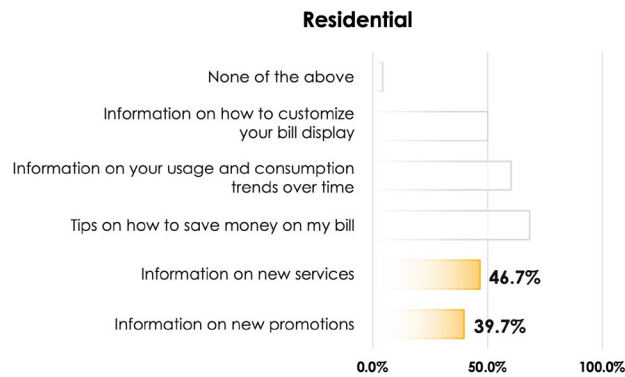


Fig 5: Residential: Would you like to see any of the following on your bill?

Source: Billing Best Practices End-User Survey by GlobalData, 2024

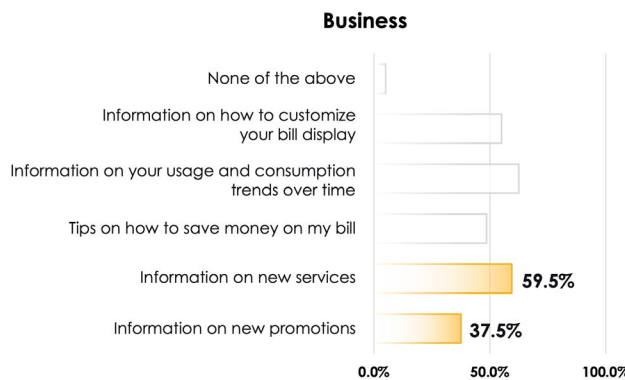


Fig 6: Business: Would you like to see any of the following on your bill?

Source: Billing Best Practices End-User Survey by GlobalData, 2024

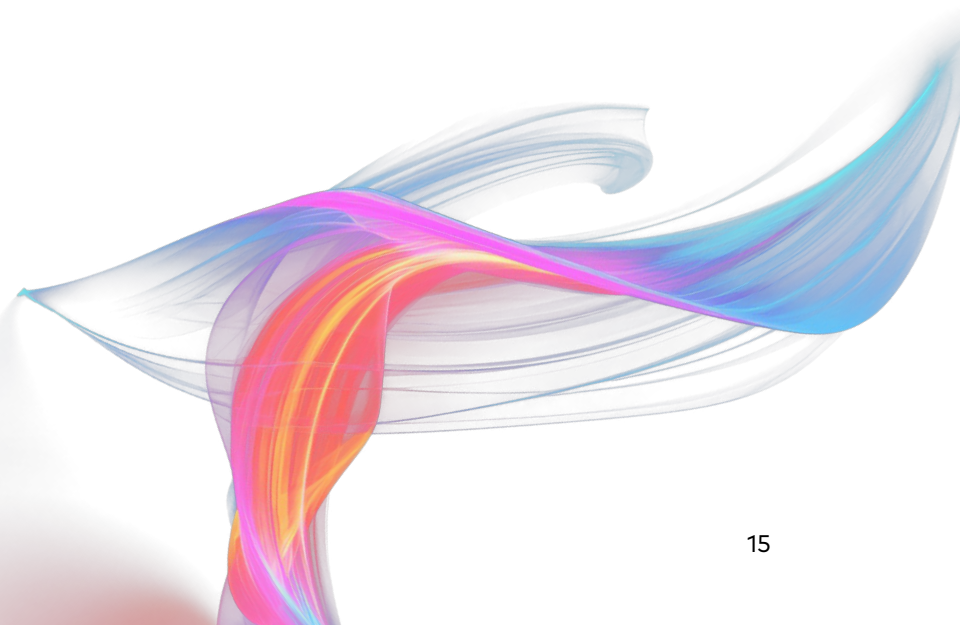
This feedback underscores the bill's potential as an engaging tool for CSPs to not only educate and inform their customers about their current usage and ways to optimize their plans but also to introduce new offerings and promotions. By leveraging bills as an informative and interactive communication channel, CSPs can not only enhance customer engagement significantly but also unlock new revenue opportunities.

To continually improve billing practices, operators should establish mechanisms for collecting and acting on customer feedback regarding their billing experience. This will help ensure that billing practices evolve in line with customer expectations and needs.

# Crafting Clarity and Connection: The Path Forward Through Bill Presentment

Drawing on the insights from our comprehensive survey, it's evident that Service Providers are presented with a unique opportunity to redefine customer engagement through innovative bill presentment. The findings illuminate a path where CSPs can harness the power of clarity, personalization, and strategic communication to not only enhance customer satisfaction but also streamline operational processes. By integrating these elements, CSPs can transform the bill from a routine financial transaction into an informative and engaging touchpoint that strengthens customer relationships, reduces the frequency of billing inquiries, and opens doors to new business opportunities.

The urgency for improved billing practices cannot be overstated. In the age of hybrid subscription models, the ability to deliver billing with clear, accurate, and personalized information is paramount. This approach not only mitigates the risk of churn but also positions CSPs as leaders in customer service, distinguishing them in a competitive market. Our recommendations emphasize the critical role of tailored bill presentment in addressing the diverse needs of customers. By leveraging data analytics and user experience design – considering every detail, from the typography to the color scheme – CSPs can craft bills that speak directly to the individual customer's context.



Moreover, the survey highlighted key areas where bill presentment can become a dynamic platform for CSPs to communicate value-added services, consumption insights, and tailored savings tips. Such proactive engagement not only enhances the billing experience but also reinforces the customer's decision to choose and stay with their provider.

As CSPs look to the future, the imperative to revolutionize billing communication is clear. By embracing the insights from this survey and committing to continuous improvement in bill design and delivery, CSPs can ensure that every bill serves as a cornerstone of a positive customer relationship. In doing so, they not only meet the current expectations for transparency and personalization but also pave the way for a future where billing is a key driver of customer loyalty and business success. Download the full report here:

[www.amdocs.com/insights/report/evolution-of-telecom-billing-globaldata](http://www.amdocs.com/insights/report/evolution-of-telecom-billing-globaldata)

Now is the moment for CSPs to step forward and shape the next standard in customer satisfaction through exceptional billing practices.





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