

# BILLING OUTPUT '09

***Making a Great Statement***

***Driving Out Print Costs***

***Transitioning to e-Billing  
and Payment***

***January 21 & 22, 2009 • Orlando, FL***

***Including case studies from Verizon, AT&T, Comcast, Embarq, Broadview Networks,  
Global Crossing, Hargray, and more!***

## ***AGENDA***

**Wednesday, January 21, 2009**

**8:00** Registration Opens

**9:00–9:30**

**Opening Remarks and Conference Overview**

Dr. Matthew Lucas, Program Chair and Vice President, **TeleStrategies**

**9:30–10:15**

**Increasing Customer Adoption of E-Billing and  
Suppression of Paper Bills: A Case Study**

Verizon has had great success in getting its customers to transition to electronic billing and payment. Importantly, they've also realized great success in getting those customers electing to receive their bills electronically to turn off their paper bills. Verizon's director of electronic remittance will discuss how they got to where they are, challenges they faced, what's worked and what hasn't, next steps, and Verizon's Go Green initiatives.

Angeline DePauw, Director of Electronic Remittance, **Verizon**

**10:15–10:45** Morning Break and Exhibits

**10:45–11:30**

**Payment Radar - Knowing When the Check is Really  
"In the Mail"**

By using a special barcode on remittance and other print correspondence, Comcast is able to track its mail on a piece by piece basis through the USPS system. This session will present a case study of how Comcast

uses that tracking data to improve a range of business processes, including: eliminating unnecessary collection efforts (e.g., past due notices, service interruptions, collections calls); ensuring delivery of key mail correspondence; increasing overall customer satisfaction and retention via individualized customer care and knowledge; improving cashflow projection based on knowledge of inbound payments; minimizing fulfillment re-issue costs; increasing effectiveness of marketing campaigns by coordinating follow-up calls with mail piece delivery and other benefits.

Julie Behm, Executive Director, Project Management, **CSG**

Jonathan Johanson, Business Performance Manager, **Comcast**

**11:30–12:15**

**Online Invoicing – the Center of an eService Solution**

Billing is a telco's best opportunity to draw end-users to eService solutions. However, consolidating billing across business lines and presenting a single invoice/statement to the customer, independent of the actual billing structure/implementation, remains elusive to most telcos. This session focuses on AT&T's eService strategy to effectively address service bundling, electronic stapling and bill consolidation, as well as how each fits within a multi-product service offering. Learn insights into AT&T's online billing and reporting tools, cost savings, and how eBilling fits into a broader eService strategy.

John Cushman, Vice President, **AT&T**

**12:15–1:15** Lunch Break and Exhibits

**1:15–2:00**

**Market Update: Consumer Bill Payment Trends**

Consumer preferences regarding when, where and how they receive and pay their bills are evolving as quickly as the technologies that make payments possible. In order to stay ahead of the curve,

***See Registration Information for our special two for one pricing and \$200 early bird discount!***

telecommunications companies must understand their customer's bill payment habits and the motivations behind them. This session will present the latest research into factors that determine bill payment activity – from individual financial ideals to regional demographics. The speaker will compare and contrast habits of customers who pay bills directly at company websites versus those that prefer to pay at bank sites as well as to those that continue to rely on the paper check. Cross-industry case studies of companies that have taken action to promote or improve their electronic billing and payment service will be presented, and telcos will learn how to leverage this consumer research to create a successful e-bill adoption program, develop in-product features to promote paper suppression, and promote bill payment at bank websites.

Patrick Howard, Director of Marketing, **Checkfree**

## 2:00–2:45

### Build, Buy, or Buddy? Trials and Triumphs of a Spin-off

When Embarq found itself as a spin-off of Sprint Nextel, they had some decisions to make about their print provider. Become a customer of what was once their in-house solution? Partner? Outsource? With local and long-distance home phone service, high-speed Internet, wireless and satellite TV services bundled on one bill for 6.3 million subscribers across 18 states, they had a serious challenge. Hear Embarq's perspective about the trials, triumphs and lessons-learned of migrating from an in-house solution to an outsourced model; overcoming systems integration challenges; and successfully managing their vendor partner to meet reliability, quality and on-time performance metrics.

Steve Furgason, Vice President Revenue Management, **Embarq**

## 2:45–3:00 Afternoon Break

## 3:00–3:45

### Intelligent Mail: What Telcos Need to Know for 2009

The United States Postal Service will introduce sweeping regulation changes in May 2009 with the implementation of Intelligent Mail barcodes. This session will provide first-hand information about Intelligent Mail options (full service versus basic), impacts to systems and processes, and potential benefits/pitfalls of the program. In addition, other relevant postal address quality initiatives will be covered, as well as how the USPS will be able to monitor compliance.

Mury Salls, Senior Vice President, **DST Mailing Services**, and President, **Major Mailers Association**

## 3:45–5:00

### Service Provider Roundtable

Join a distinguished panel of senior billing output executives from leading communications service providers as they discuss the challenges to print and electronic fulfillment facing today's communications services marketplace. Topics to be addressed include: trans-promo, driving adoption of electronic statements, streamlining the print fulfillment process, outsource vendor management, statement design initiatives, postal challenges, and other issues raised throughout the first day of the conference. The session format is completely interactive so come prepared with the questions you need answers to.

William Chan, Billing Manager, **Broadview Networks**

Angeline DePauw, Director of Electronic Remittance, **Verizon**

Mike Flematti, Billing & Revenue Assurance Manager, **Hargray Communication**

Mary Mattingly, Process Specialist, **Embarq**

Laurinda Pang, Vice President, Customer Experience Reengineering, **Global Crossing**

## 5:00–6:00 Reception

## LOCATION AND HOTEL



### "Ports of Call"

7007 SeaWorld Drive  
Orlando, FL 32821

**Billing Output** is being held at the "Ports of Call" conference facility at SeaWorld Orlando. This beautiful facility has its own separate entrance to the right of the park's main gate.



SeaWorld is located at the intersection of Interstate 4 and FL 528 (Bee Line Expressway), 10 minutes south of downtown Orlando and 15 minutes from Orlando International Airport.

TeleStrategies has reserved a block of rooms

at the **Residence Inn SeaWorld International Center**, 11000 Westwood Blvd, Orlando, FL 32821 at a special conference rate of \$127 per night. To reserve your room, call 407-313-3600. Be sure to mention you are with the TeleStrategies' conference to receive the special rate.

## Thursday, January 22, 2009

## 8:45–9:30

### Transactional Documents and Promotions -- What Telcos Can Learn from Direct Marketers

From regulatory messages to marketing pitches, telcoms are discovering the value of moving messages from inserts and direct mail onto their billing statements. While much has been written about the potential of variable messaging on transactional documents, the actual implementation is proving trickier than many companies anticipated. Luckily, direct marketers can teach service providers a thing or two about the challenges of delivering highly targeted, variable messaging on their statements specifically as they relate to list management, message testing and campaign management. This session will present best practices and proven list management and testing techniques used by database marketing professionals that telcos can use to implement effective trans-promotion capabilities across their billing segments, while guarantying maximum marketing impact with no interruption to the billing cycle.

Josh Wendroff, Product Marketing Manager, **Regulus Group**

## 9:30–10:15

### Lessons Learned From the Great Statement Project

What makes a great statement or bill? What's missing on a lousy one? Can it be quantified? This session will present the latest research sponsored by the Canada Post Corporation, who commissioned the industry's largest quantitative examination of informational quality of consumer statements and bills across North America and Europe. Surprisingly (or not) the study found that typical statements hit only 53% of the key design metrics. The presenter, a leading authority on proper statement design and co-author of the report, will discuss what they discovered; how telcos can evaluate their statements based on the measurement system; and present what steps to take if you too find yourself in the 50% range.

William Brody, EDP, Principal Consultant for Compliance Correspondence, **IMERGE Consulting**

## 10:15–10:30 Morning Break

10:30–11:15

### Using Full Color to Target and Promote New Offers, Cross-sell Services and Build Customer Loyalty

Customer statements can be a powerful marketing tool, but to maximize customer communications, you need to take advantage of targeted, one-to-one print and electronic technology by combining transactional record information with full color promotional messages. The speakers will discuss how to use full color print to facilitate corporate branding and build customer loyalty. Find out how you can use your data to personalize your promotions and match existing customers with offers that are most likely to trigger their response by utilizing the white space on your statements to deliver specific messages relevant to their buying patterns and preferences.

William Chan, Billing Manager, **Broadview Networks**  
Denise M. Flihan, National Account Manager, **Cathedral Corporation**  
Patrick J. Dochety, National Account Manager, **Cathedral Corporation**

11:25–12:05 and 12:15–12:55

### Round Table Sessions

Experts from the billing industry will moderate two, forty minute round-table workshops. This format is your opportunity to collaborate with your peers on best practices, real experiences and pitfalls for the challenges facing billing output operations. Roundtable topics include:

- Statement design
- Driving consumer adoption of EBPP/paper suppression
- Data integrity, integration and systems
- Mailing regulation
- Taxes, fees and regulatory impacts on printing
- Others to be announced

## SPONSORS AND EXHIBITORS



## REGISTRATION INFORMATION

### REGISTRATION FEE:

**Save \$200 by registering before December 31, 2008**

**Special Offer:** Register two people from the same company and only pay for one!

**Registration before 12/31** .....\$895  
**Registration after 12/31** .....\$1095

### FOUR EASY WAYS TO REGISTER:

**BY PHONE:** Call 703-734-7050 for immediate registration.

**ONLINE:** Go to [www.telestrategies.com](http://www.telestrategies.com)

**BY MAIL:** Complete the registration form and mail to:  
TeleStrategies, P.O. Box 4109, McLean, VA 22103

**BY FAX:** Complete the registration form and fax to:  
703-734-9371

**PAYMENT INFORMATION:** Registration fee must be paid prior to event.

**TRANSFERS AND SUBSTITUTIONS:** Transfers and substitutions are permissible up to 24 hours in advance of conference date.

**Cancellations and No-Shows:** If you are unable to attend, there is no penalty if your cancellation is received in writing two weeks prior to the conference date. Cancellations after that date are subject to a 25% service charge. Registrants who do not attend and who do not cancel before the conference date are liable for the full registration. If the conference is cancelled, neither TeleStrategies is not responsible for any airfare, hotel or other costs incurred by the registrant.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province/Country \_\_\_\_\_ Zip/Postal or Country Code \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

**PREPAYMENT REQUIRED:** (Payment in full is required before attendance)

- My check is enclosed in the amount of \$\_\_\_\_\_
- Please bill my company
- Please bill my:
  - Visa    Mastercard    American Express    Discover    Diners Club

Account No. \_\_\_\_\_ Expiration Date (mm/yy) \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature: \_\_\_\_\_