

Telco eCare & Billing Output 2010

Special Two-for-One Offer!
Register before Aug. 25th
and save \$200!



SEPTEMBER 22 - 23, 2010 • MIAMI, FL

Telco eCare and Billing Output is a two-track program designed to show operators how to deliver an outstanding care and billing output experience -- while driving out costs and operations overhead. The two tracks address a different view of the subject:

The eCare Track looks at how operators can transform every conceivable customer touch point (ordering, payments, billing and care) to an electronic interface -- and get the details right, such as: designing the ePortal, maximize uptake of epayments/ecare, leveraging customer touch points with transpromotion, leveraging social media, individualizing content, effectively targeting offers and more.

The Billing Output Track covers the latest information and technologies that help operators reduce print fulfillment costs, lower postage expenses, increase fulfillment efficiency, minimize call center interaction, leverage print investments via transpromotion and expedite the revenue collection process.

Together, these tracks give you the latest on tools, technologies and know-how to improve operations, find ways to upsell, drive up customer satisfaction and lower print and operations overhead.

SPECIAL TWO FOR ONE OFFER

Pay for one person and the second person can attend for free. See registration information for details.

Don't wait. Register before August 25th and save \$200!

Agenda

WEDNESDAY, SEPTEMBER 22

7:30

Registration and Exhibits Open

8:45 - 9:00

Conference Opening Remarks

- *Dr. Matthew Lucas, Vice President, TeleStrategies and Conference Chair*

9:00 - 9:30

eCare Market Dynamics

The Telco eCare software market has been growing as the operators incessantly face Opex pressures and consumers are increasingly comfortable with conducting interactions online. This session will focus on the overall business drivers and inhibitors to the continued growth of the Telco eCare market and provide an analyst's perspective on the offerings and market dynamics, emerging ecare technologies, how telcos are adopting these technologies, and what ecare investment options telcos should be considering.

- *Mark H Mortensen, Senior Analyst, **Analysys Mason***

9:30 - 10:15

What's REALLY Happening with Web Self-Service?

Web self-service is a critical part of the customer experience in the connected world we live in, but how successful is it in reality? Amdocs surveyed 250 enterprises and 1,000 consumers to discover what companies are actually doing with their web self-service efforts and how customers feel about using self-service tools. We'll reveal the only survey-based evidence of self-service adoption rates across five industries. We'll identify which applications are used more and are the most critical. We'll also show the motivation and direction of spend on self-service looking at examples

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of self-service strategies taken by different service providers worldwide.

- *Uri Gurevitz, Head of Amdocs Self Service Strategy & Marketing, Amdocs*

10:15 - 10:30

Morning Break and Exhibits

10:30 - 11:15

Key Consumer Insights for Optimizing Billing and Payment Channels

Given the cost pressures facing the telecommunications industry, providers are increasingly focused on the monthly billing and payment interfaces as strategic touch points. The key challenges remain: how to achieve higher levels of online channel usage; how to stay connected to (and in touch with) your consumers; why consumers choose certain billing and payment channels; and how to increase customer satisfaction with billing and payment services. The presentation will cover the latest Fiserv research which addresses these challenges, including: the annual Consumer Lifecycle Study - which tracks consumer billing and payment trends of US online households; the Utility Consumer Segmentation Study - which analyzes of consumers by billing and payment channel and provides some groundwork for defining distinct customer segments that can be targeted and messaged appropriately; and Focus Group Research - which investigates consumer attitudes toward e-bills, paper bills, online payments and more.

- *Eric Leiserson, Senior Marketing Analyst - Biller Solutions, Fiserv*

11:15 - 12:15

Driving Adoption of Self-Service, e-Care and e-Billing – Carrier Panel

This panel will look at service provider's on-going effort to drive adoption of self-service, ecare and online billing. The panel will share their experiences regarding what works, incentives, success stories, best practices and — equally important — what doesn't work. Specifics regarding cost savings, ROI, CSAT and other performance measurements/metrics will be considered, as well as the soft-metrics that are often equally important in today's digital services marketplace.

- *Angeline DePauw, Director of Electronic Remittance, Verizon*
- *John R. Hines, Director, eBusiness, Qwest Communications*
- *Olivier Boulianne, Associate Director, Self-Serve Retail, Bell Mobility*

12:15 - 1:15

Lunch

1:15 - 2:00 **ECARE TRACK**

Enhancing the e-Portal Customer Experience for Business Customers

Business customers demand anytime, anywhere access to their billing and service information. Level 3 recently made significant enhancements to their ePortal, including the launch of an online billing and analytics solution, so that end users can easily have a consolidated view of their services

and leverage that data to make critical business decisions. This session presents lessons learned from Level 3's effort and discusses how to successfully launch an advanced online billing and reporting solution, the impact on customer experience/expectations, the resulting impact on operations/ support costs and carrier ROI.

- *Joe Harding, Vice President, Product Management Business Markets, Level 3 Communications*
- *Lara Albert, Director, Global Marketing, Globys*

1:15 - 2:00 **BILLING OUTPUT TRACK**

Undeliverable Bills: Taking Fast Action for Big Savings

Many of today's telecom customers are as mobile as their phones. This can trigger high volumes of undeliverable bills, with high costs to manage this problem. Learn how to prevent costly recurring returns and permanently lost addresses, achieving faster bill re-issuance and remittance for healthier cash flow, qualifying for postal discounts, reducing error prone, resource-intensive manual return-mail handling, and dramatically reduce USPS costs incurred to send back your undeliverable mail. Discover how to manage address changes back to the database source, shorten address correction timeframes, reduce handling and manual entry, employ electronic automation to identify moves and then correct addresses.

- *Kevin Conti Director of Communications Intelligence, Pitney Bowes Business Insight*

2:15 - 3:00 **ECARE TRACK**

Self Serve Mobile Device – Clients are Ready to Take the Plunge

In the past 25 years, the mobile device has evolved from a tool solely used to send & receive calls to a mini computer that fits the palm of your hand. With smartphones evolving at an incredible pace, self serve on the mobile device is now more accessible than ever. Since 2008, Bell Mobility has been evolving its browser self serve services to align, match and eventually exceed services available through other more traditional self serve channels. Take a tour through the ever evolving journey Bell Mobility is taking in expanding self serve on the mobile device. Learn from their mistakes and have a glimpse at what is planned for the future.

- *Olivier Boulianne, Associate Director, Self-Serve Retail, Bell Mobility*

2:15 - 3:00 **BILLING OUTPUT TRACK**

Email Is Dead, and Other Myths

The advent of social media has drawn consumers away from email communications and toward applications like Facebook and Twitter. True, however, Marketing Sherpa tells us that transactional emails have an upwards of 75% open and read rate, offering a significant opportunity to reach consumers with targeted ads and offers. Explore best practices for leveraging personalized email campaigns, including secure bill payment via email, using PURLs as part of an integrated campaign and creating offers designed to promote upselling opportunities.

- *Chad Dunavant, Executive Director of Product Management, CSG Systems*

3:15 - 4:00 **ECARETRACK**

The Paper-Free Enterprise: Enhancing the Customer Experience Through Digital Billing

Customer experience does not only apply to the consumer! This case study by Verizon Business shares how electronic billing is having a positive effect for the enterprise. The speaker will look at how the "digital customer experience" within the enterprises is evolving from traditional paper bills to electronic billing, dashboards, analytics, best practices and what's required to induce enterprise customers to go paper free.

- *Mark Chodoronek, Executive Director, E-Commerce and Digital Customer Enablement, Verizon Business*

3:15 - 4:00 **BILLING OUTPUT TRACK**

Statement Redesign Case Study

A great statement is not only critical to a company's brand, but also significantly impacts postage overhead, remittance delay and care. This session will present a case study of Hargray Communication's extensive redesign of their complex billing statement for telephone, television, internet and wireless. The focus: create a bill that is easy to understand, improves customer satisfaction while using best practices to lower Hargray's overall costs. In addition to statement printing/ mailing, learn how Hargray integrated intelligent inserting of multiple inserts, archiving for E-Bill customers and return mail management for undeliverable mail.

- *Stephanie Warren, Director of Business Development, DIVDAT*
- *Representative, HARGRAY Communications*

4:15 - 5:00 **ECARETRACK**

Voice of the Customer Isn't Just About Satisfaction

As telcos push more and more of their interactions to electronic interfaces, how do you ensure that sat is being met, those interfaces are working as intended and you've fully leveraged the interaction to lower churn and increase revenue? This session covers what telcos can (and need to be doing) to measure and understand the impact of the electronic interactions with their customers, and turn your e-portal into one that delivers a tangible ROI that impacts your business objectives. Various case studies from online banking, retail and an air miles program will be used to illustrate how telcos can develop feedback programs for cross selling products, referral programs and increase first-call resolution.

- *Gary Schwartz, SVP Marketing, Confirmit*

4:15 - 5:00 **BILLING OUTPUT TRACK**

Intelligent Mail: What Telcos Need to Know for 2010

The United States Postal Service and major mailers are addressing the final stage challenges posed by implementing the Intelligent Mail barcode. 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, SVP DST Mailing Services and President, Major Mailer Association*

5:00 - 6:00

Networking Reception and Exhibits

THURSDAY, SEPTEMBER 23

9:00 - 9:45 **ECARETRACK**

Delivering Personalized Service in a Self-Service World

As more bandwidth enables a better web experience, people are becoming increasingly comfortable using web self-service from their service providers and are even demanding more options. But as we move to self-directed service, what happens to something we love personalized service? Can self-service whether delivered through web, mobile device, kiosk or television ever be really personalized? Find out how self-service may develop for mass markets and how to effectively apply personalization capabilities. Well also examine strategies taken by different service providers worldwide in using self service to cut costs, strengthen their relationship with customers and generate more revenues.

- *Uri Gurevitz, Head of Amdocs Self Service Strategy & Marketing, Amdocs*

9:00 - 9:45 **BILLING OUTPUT TRACK**

Making Stronger Statements with the Power of Location-Intelligent Transpromo

Telcos not only create volumes of bills for customers every month, they also maintain enormous amounts of data that can be leveraged for cross-sell and up-sell opportunities. This session will look at how to use psychographic techniques and customer profiling, combined with document composition and messaging to produce more advanced target marketing. Evaluate campaign success with closed-loop processing, including messaging prompts based on response activity. See how you can increase revenue, enhance the customer experience and reduce mail and print costs with location-smart communications. Explore a new avenue of revenue using third-party advertising to sell your valuable statement real-estate.

- *Victoria Cashion, Senior Enterprise Solutions Architect, Pitney Bowes Business Insight*

9:45 - 10:30 **ECARETRACK**

Implementing a Successful e-Billing/e-Care Program

Verizon has had great success today in getting its customers to transition to electronic billing and payment. They've also realized great success in getting those customers to turn off their paper bills. Verizon's director of electronic remittance will discuss how they got to where they are and talk through execution specifics, including: how to measure program performance, budget pitfalls, do's/don'ts, KPIs, success strategies, managing management, where the lowest hanging fruit is, issues/challenges to overcome, what tools work – which don't, where the best ROI lies as well as next steps in Verizon's Go Green initiatives.

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

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THURSDAY, SEPTEMBER 23

9:45 - 10:30 **BILLING OUTPUT TRACK**

Leveraging Personalized, Contextual Multi-Channel Communications to Deliver a Better Customer Experience

This session examines the current state of the customer experience in the telecommunications market and identifies ways to leverage customer intelligence to dramatically improve the quality of interactions with customers. The speaker will share real world examples of companies that have embraced customer intelligence strategies to improve marketing effectiveness and ROI, including examples of how to activate customer intelligence via personalized, contextual, multi-channel communications.

- *Chad Dunavant, Executive Director of Product Management, CSG Systems*

10:30 - 10:45

Morning Break

10:45 - 11:30 **ECARETRACK**

Is Your Self-Service Millennial-Friendly?

The old service economy is finished. Today's "Millennial" generation requires a new form of personalization. They don't think in terms of your service transaction -- they care about their ongoing experience, enriched by constant contact and feedback via automated systems. This session will cover how to deliver superior service when, where, and how customers prefer it; how operators can get their slice of the \$1 trillion market of an 80 million-strong millennial market, which has surpassed each of the Baby Boomer and Gen X cohorts in size and buying power; consider the unique traits of millennial segment and present the key customer service principles that will help your company serve this tech-savvy, always connected crowd of customers.

- *Jo Ann Parris, Vice President, Relationship Technology Management, Convergys Corporation*

10:45 - 11:30 **BILLING OUTPUT TRACK**

Mobile Payments for EBPP: The New Way for Billers to Communicate with Customers

Mobile payments are very effective way of driving out operations and call center costs by providing customers the ability to make a payment, receive payment confirmation and get account balances – all directly from their cell phones. This session will look at how telcos can make two-way mobile payments a reality using ACH, debit or credit card information. Mobile payment implementation strategies, key stakeholders, relevant performance metrics, best practices, business-case benefits will be discussed as well as how to protect sensitive customer/payment information.

- *Debbie Miglaw, Director, eSolutions Operations, DST Output*

11:30 - 12:15 **ECARETRACK**

Leveraging Social Networks to Lower Operations Costs and Improve Service

There are over 800 social networks. Some have "only" a few million users. Others, such as Facebook, outnumber the US population. Social networks present a tremendous opportunity for telcos to leverage community expertise to offer support, provide know-how and viral marketing. But, it is a double-edge sword – as bad experiences and service issues can instantly harm your brand, or worse. Learn what Qwest is doing with their social media, ratings and review programs to lower support costs, improve customer experience, build loyalty and improve service.

- *John R. Hines, Director, eBusiness, Qwest Communications*

11:30 - 12:15 **BILLING OUTPUT TRACK**

Reserved Session Pending approval

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Hotel Info

TeleStrategies is pleased to host the 2010 Telco eCare and Billing Output Conference at the beautiful Fontainebleau Miami Beach Hotel.

Please contact the hotel directly for reservations, and mention that you are with the TeleStrategies group to receive the discounted rate. Book by September 3rd for a discounted rate of \$179.

Book your room online:
<https://resweb.passkey.com/go/tele0910>

Book your room on the web: fontainebleau.com
 Call the hotel: 800-548-8886

Hotel Address:
Fontainebleau Miami Beach
 4441 Collins Avenue
 Miami Beach, FL 33140



Registration Information

REGISTRATION FEE:

Save \$200 by registering before August 25, 2010

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

Registration before Aug. 25 \$895

Registration after Aug. 25. \$1,095

FOUR EASY WAYS TO REGISTER:

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

2 ON-LINE: Go to www.telestrategies.com

3 BY MAIL:

Complete the registration form and mail to:
 TeleStrategies, P.O. Box 7443, McLean, VA 22106

4 BY FAX: Complete the registration form and fax to: 703-893-3197

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, TeleStrategies is not responsible for any airfare, hotel or other costs incurred by the registrant.

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CARD HOLDER'S NAME (PLEASE PRINT) _____

SIGNATURE _____

FREE COLLEAGUE REGISTRATION: Each paid registrant can invite a colleague to join them at no additional cost. If you have not identified your guest at this time, you may register them a future time by calling the TeleStrategies registrar at 703-734-7050 and referencing your registration.

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