

## Transforming phone bills into strategic marketing communications by harnessing customer insights and bill presentment technologies

We've conceived and designed more than 10 telco bills around the world. Building on customer insights, we make the most of technology to shape content, structure, typography, language and design into the most effective customer experiences creating competitive advantage for brands through this under-used medium.

### Increasing ARPU by putting customers in control of their account



Our bill redesign for the Middle East's leading mobile operator encourages customers to make more use of their phone by giving them a greater feeling of control.

Dynamic graphics and use of colour help customers evaluate how effectively they're using their call plans, and multi-handset account holders now get an at-a-glance view of all activities and users on their account.

All this adds up to a feeling of control that in turn leads to higher spending.

### Reinforcing a unique multi-product offering



Our multi-channel solution for Europe's largest broadband service provider lets customers access their billing details through paper, internet, iTV and WAP.

The concept focuses on reinforcing the benefits of the company's 'triple-play' broadband, phone and iTV offering, using the opportunity to cross-sell where possible.

### Helping customers make better use of their tariff



The strategy behind our redesigned bill for this German telco was to develop customers' understanding of the complex, hybrid fixed-line and mobile offering where mobile pricing varies between fixed-line pricing within 100m of the home and normal mobile rates outside this area. As customers gain in knowledge about the details of the tariff they make better use of it and experience higher value.