

Case Study: Enhancing Customer Experience through Average Billing Method

Client: Leading Print Solution Provider

Challenges : Client, One of leading print solution providers for more than two decades. The challenge was Optimize billing cycle-time, man power and sending bills to specified customer locations on time.

Background : Client was spending good amount of time and manpower in generating bills for the services offered. The client has services and support across pan India geography to their customers having multi-location operations and support needs.

Billing-cycle use to commence during the last week of the preceding month with collection of usage data of the equipment deployed at various customer sites. Lot of manpower was required to visit the customer site and collect the data, get it authenticated by the customers' location representative before being acknowledged by the Head of customer IT division. The normal cycle of collection of data from customer site to authentication to acknowledgment usually took week to 10 days of time, before it could be send to client's head-office for verification and billing

Once the equipment wise data reached the head-office it was collated and consolidated for various locations of customers'. The physically copy of the authenticated usage data was attached to each bill for the customers as per the requirement of customers (Viz. Centralized billings, location billing etc...)

The Bills are then printed and all the copy of usage data for the list of deployed equipment's was attached and forwarded to the customers' billing location. This process of printing and attaching was taking more than a weeks' time, and fifteen to twenty days of person effort.

Solution : **Introduction of Monthly Average Bill**
Suggested the client to use an average bill concept on month-on-month basis. Under this concept;

- The data collected during the previous financial year was considered as a yearly usage data, which is averaged out for a month
- Usage data will be collected (Once in 6 months) whenever the support engineer visits customers' site, get the same authenticated and acknowledged by customers
- This will be forwarded to head-office as an routine usage data gathering mechanism and will be subsequently adjusted in the following billing cycle

This concept was explained to clients' customers, which their customers willing accepted. The Client is happily using this concept now.

Benefits : The direct benefits derived by the client were;

- Sharp reduction of customers' time in authentication and acknowledgement of equipment usage data (Twelve times to two to three times a year) - better customer experience and emotional connect
- Sharp reduction in monthly billing cycle time (two to three weeks to two days) and person days effort (week to a day) - seamlessly increasing the bottom line
- Timely billing to customer