

Wireless Case Study

FSSI Saves Wireless Company Over \$2 Million Annually With Billing Statement Redesign

Background -

Fierce competition within the wireless industry has service providers constantly looking for ways to lower costs and improve efficiency in order to remain competitive. A significant expense that is often targeted is the production and distribution of bills. Finding new ways to reduce the cost of this legally mandated customer communication without jeopardizing revenue assurance benchmarks or customer loyalty is an engaging challenge.

More than ever, wireless firms are outsourcing billing operations to service providers as a way to lower costs and take advantage of the latest technology, document design tools and expertise without heavy capital investment.

Objectives -

On a mission to assess outsource vendors, representatives from a major wireless company met with FSSI at a trade show and asked if there were any new ideas that could help them meet their aggressive budget goals. The ensuing dialogue generated excitement on both sides that FSSI's end-to-end solution could deliver huge cost savings along with quantifiable service level improvements over their current vendor performance.

Solution -

Within 45 days of that trade show meeting, FSSI's team of project managers developed and executed a conversion plan and coordinated the completion of bill redesign efforts.

The document composition effort leveraged a combination of custom logic working in concert with Pitney Bowes StreamWeaver and Böwe Bell & Howell Transformer software. FSSI programmers engineered a billing format that was both easy to read and extremely cost effective. Each year, this wireless provider saves millions of dollars by:

- Cutting paper usage by 14%
- Lowering laser printed images by 15%
- Reducing postage expense by 35%

Results -

FSSI's billing statement redesign saved the wireless company over **\$2,300,000** annually.

This significant cost reduction includes the combined paper, laser printing and postage savings on roughly 800,000 monthly bills.

