Revenue Assurance and Customer Satisfaction

Global Scenario

THE BILLING PROCESS IS BECOMING MORE COMPLEX DUE TO:

• Variety of products and services
• Multiple payment methods
• Huge volumes
• Risk of fraud

COMPLEXITY IS IMPACTING ON SERVICE QUALITY

80% of the executives reported having challenges in their billing process. The billing process will not only impact revenue generation but also improve customer experience. Leading companies are already leveraging their billing process to enhance customer relationships and gain greater insight into customer needs.
Back-office Billing

Back-office Billing works to avoid and correct billing errors. It includes invoice creation, analysis and issuing. The billing process ideally should be done automatically, although some situations demand back-office billing activities:

- Part of or the full process is manual
- Many information sources to compose the invoice and there is no system integration
- Possibility of system errors and the invoice needs to be validated
- Complaints from customers related to the invoice

**THE BACK-OFFICE BILLING PROCESS INCLUDES:**

**DEMAND RECEPTION** - after an order is processed by the back-office order management, the information is sent to back-office billing to generate the invoice and send to the customer

**INVOICE GENERATION** - the invoice generation can be totally automated in some cases, but in general, the back-office billing will need to gather information from different systems (especially when there is billing from different products to the same customer) and analyze it according to policies pre-established by the companies

**QUALITY ASSURANCE** - when the policies management is done, the back-office billing needs to guarantee the invoice has correct information about how, what, to whom and how much should be billed. Billing functions – after all the information regarding the invoice is assured correct, the back-office will confirm if there is any promotion to be applied, align the purchase with the loyalty programs and manage the customer account

**BILLING ERRORS** - all the previous processes shall be repeated once the customer gets in touch with the front office to complain about invoice errors

Our products are based on process efficiency, high-end technology and a strong people strategy:

### PROCESS EFFICIENCY

To guarantee efficiency in the billing process, Teleperformance works with the Revenue Assurance (RA) methodology. This methodology consists in using data quality and process improvement methods that increase profitability, revenues and cash flows without influencing demand. It includes six main steps:

1. **IDENTIFY RISK** - Specialist will conduct workshops to identify the key risk areas for the operation
2. **DEFINE RA CONTROL** - A customized RA control framework is defined. This includes the right audits, KPIs and reports
3. **MONITOR REVENUE STREAMS** - The revenue streams are monitored by running audits, reconciliations, KPIs and other RA specific validations on a frequent basis
4. **PRESENT REPORTS/DATA** - Data is presented through reports, scorecards and dashboards
5. **ACT/CORRECT ISSUES** - Cases are acted or corrected based on the workflow reports
6. **OPTIMIZE RA PROCESS** - Process audits to optimize and regulate revenue assurance process guided by KPIs

### TECHNOLOGY

To ensure high levels of efficiency and quality, our billing programs work closely with front office and back-office order management, within an integrated process supported by high-end technology.

**ORDER MANAGEMENT AND BILLING SYSTEM** - The system can convert quotes into approved sales orders, which then flow to the finance team for invoicing and revenue recognition. It also integrates order fulfillment with inventory management and suppliers, improving efficiency at every step.

**WORKFLOW SYSTEM** - The workflow system has all the customer data, all the demand history, and controls the demand through front and back-office interaction.

### ADVANTAGES BACK-OFFICE BILLING CAN BRING TO YOUR COMPANY:

- Minimize errors with centralized customer, order and invoice records shared across the business
- Guarantee faster and greater billing accuracy
- Get bills into customers’ hands sooner and accelerate cash flow by integrating the entire order management and billing process
- Improve customer satisfaction by avoiding errors and handling invoice errors complaints with speed and assertiveness

### IMPORTANT RESULTS FROM OUR EXISTING OPERATIONS:

- **20%** reduction in complaints regarding billing, due to implementation of quality methodologies for a European company from the financial sector
- **30%** productivity increase due to workforce management implementation and cross training for a financial company in Germany
- **25%** cost reduction by redesigning and automating the processes for an energy company in Portugal