



Atlantic Technology Group

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“Solution Series Brings You...”



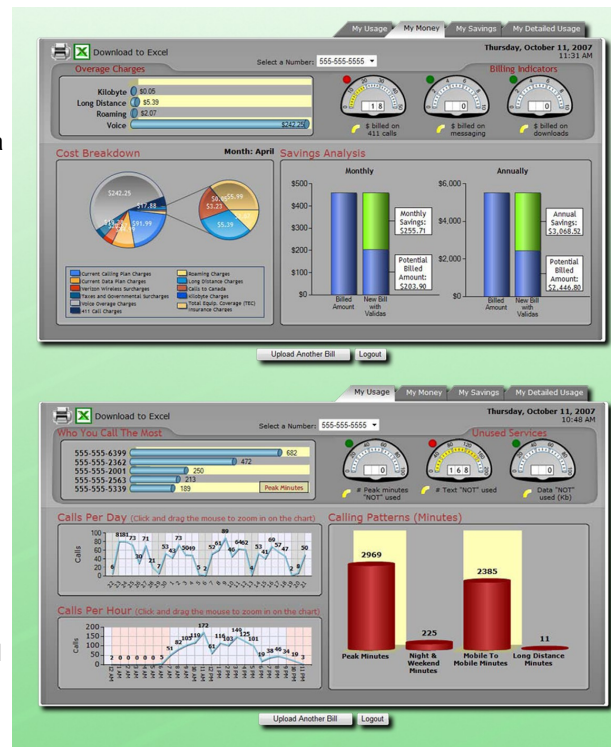
Wireless Billing Optimization

1. Bill Audit – ATG – audits bills and provides complete usage analyses via dashboards that are easy to understand. This makes it easy for wireless users to track their monthly usage, reduces billing confusion, and helps eliminate customers’ dependence on call centers to answer billing questions.

2. Error Identification – Anger and confusion resulting from billing error is a leading driver of customer churn. ATG identifies and quantifies any calculation or rating errors found on bills and can format resolution emails automatically. This helps customers to feel a sense of control over their wireless expenses and reduces the need for call centers to manage billing disputes. When customers do call in, ATG can serve as a tool that makes it easier for agents to solve problems and focus on creating a positive customer interaction.

3. Plan Optimization – Confusion with rate plans is common in the mobile industry as plans have proliferated over time. Based on its usage analysis, ATG can steer customers to the rate plan that best suits their usage profiles. This “best plan advice” capability drives customer loyalty, as numerous European providers have recently determined. The difference is, those providers spent millions on data integration and analytics platforms to achieve what ATG can deliver as a web service on a per-transaction basis.

4. Cross Carrier Comparisons –ATG provides plan comparisons across all of the major U.S. wireless providers and demonstrates which plan is the best available based on the customer’s usage. This capability is similar to what travel web sites like Expedia or Travelocity provide for airlines, hotels and rental cars; or what Progressive has brought to the insurance market. This can serve as a customer loyalty tool and can be used as a sales support tool to help a wireless provider analyze and compete against its competitors’ plans.



Call us today to find out how ATG can help your organization Optimize Your Wireless Billing
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