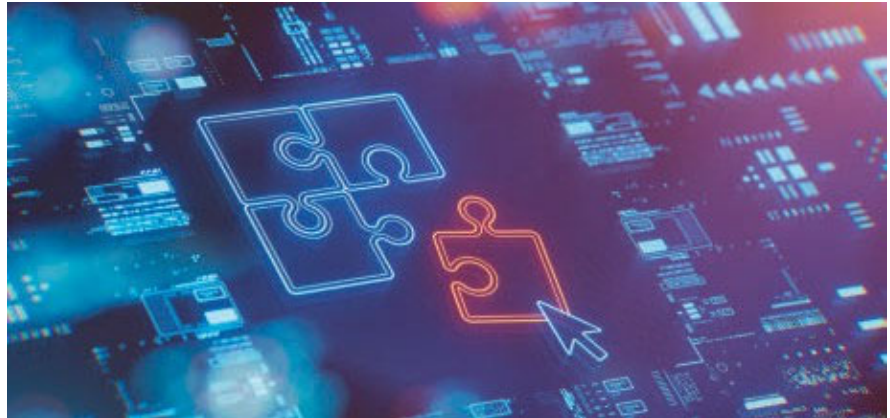


3 Stats Showcasing the Power of Integrations



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It's no secret that winning and maintaining customers continues to be a challenge for communication service providers (CSPs). In a recent article, Paymentus explored the root causes of customer churn and how modernized billing and payments can increase subscriber loyalty.

But loyalty is just one element to successful operations. On-time payments and reliable cash flow are key hallmarks of both retention and sustainable growth, which are generally the top two priorities of Paymentus CSP clients.

To that end, here are three performance highlights showing how your peers have leveraged seamless integrations to transform their performance.

A 40% Increase in Net Promoter Score (NPS)

Shentel was facing an issue familiar to many telecoms. Rapid growth outpaced its legacy solution's capabilities, leading to outages and limited payment options.

Shentel migrated to Paymentus through a single integration, which enabled it to expand its payment options to include everything from digital wallets to in-store Walmart bill payments. The net result saw Shentel experience a 6X increase in AutoPay usage and a 45% reduction in payment calls per subscriber.

In the years since, Shentel has experienced 0% downtime and 100%

platform stability. Taken together, it's easy to see how this leading telecom increased its NPS from -3.2% to 39.7%, and now enjoys a 96% customer satisfaction rating.

196% Increase in AutoPay Adoption

AutoPay is considered one of the foremost indicators of customer loyalty throughout all industries but particularly for telecoms. Each enrollment is a commitment, making it one of the most sought-after payment methods for all of our clients.

However, each migration is unique due to how legacy billing and payment providers choose to handle data. While some ensure a smooth transition, others pose challenges. Such was the case for Inland Cellular. This presented the challenge of ensuring a seamless migration characterized by immediate AutoPay adoption.

Within months of go-live, Inland Cellular had achieved a 196% increase in AutoPay adoption, with more than 40% of all payments made using AutoPay. This surpassed its previous usage, proving the effectiveness of the customer-data integration strategy.

50% Return on Information

AutoPay may be the ideal payment method, but there are a variety of reasons why consumers opt not to enroll. Whether for control or financial

reasons, the aim must still be to provide these consumers with fast and simple ways to pay their bill — which is where a seamless integration between a billing and payments provider and BSS/OSS solution becomes invaluable.

VARCOMM wanted to boost its proactive communications to customers to drive more on-time payments, something not possible through its legacy provider. VARCOMM and Paymentus worked in collaboration to deliver accurate customer data to optimize the usage of Paymentus' communication tools.

VARCOMM was able to segment its audience base and deliver campaigns for payment notices, payment information, community events, and promotions. Each of these campaigns was set up using a multi-channel approach that included email, text, and IVR. The telecom reported after a single automated message was sent to customers with bills due, nearly half were paid within an hour. A 50% immediate return on information? That's the power of seamless integration.

Integrations as a Launching Pad

None of the aforementioned success would be possible without integration flexibility. Through this, you not only get more from your billing and payments, you can stay locked into a system that works best for your organization. Remember, it's your data. Your billing and payment solution provider is there to help you put it to its best use. [cca](#)