

Adobe® Acrobat®

Bell Canada

Telecommunications provider cuts billing costs considerably with electronic bill presentment solution based on Adobe PDF and Xenos software

ABOUT THE CUSTOMER

- Largest Canadian telecommunications operating company
- Revenue: US\$8.3 billion in 1998
- Headquarters: Montréal, Québec, Canada

BENEFITS SUMMARY

- The Adobe Acrobat and Xenos system considerably reduces the cost of bill payment and presentation.
- Bell Canada has improved customer service by allowing customers to conveniently view bills as Adobe PDF files 24 hours a day, 7 days a week via the Web.
- Adobe PDF meets the Canadian government's stringent requirements for document fidelity.
- By allowing customers to request and view historical customer bills on the Web as Adobe PDF files, Bell Canada will reduce call center and mailing costs.
- Support for embedded links in Adobe PDF files enables Bell Canada to add navigational tools for added customer convenience.
- With online bill presentment, Bell Canada has made the first step in allowing online payment, another value-added service for customers.

www.bell.ca

www.xenos.com

ADOBE SOLUTIONS NETWORK

For more information about the Adobe Solutions Network, visit <http://partners.adobe.com>.

In the increasingly competitive telecommunications industry, outstanding service is key to attracting and retaining customers. Yet delivering that level of service requires creativity because the primary interaction with the customer is the monthly bill. Now Bell Canada is making the customer billing experience more convenient and efficient with an innovative electronic bill presentment service based on Adobe Acrobat software, Adobe Portable Document Format (PDF), and Xenos document to e-content software. The solution enables Bell Canada customers in Ontario and Québec to access their current phone bills—and request those up to 13 months old—via the Web.

“Key to customer acceptance of Bell Canada’s solution is that the electronic bills retain the exact appearance of familiar paper statements,” says Barry Monk, vice president of marketing for Xenos, a member of the Adobe Solutions Network. “That’s why Adobe PDF is an essential part of Xenos’s dynamic statement generation solution.”

ELECTRONIC BILL PRESENTMENT

Like most telecommunications providers, Bell Canada traditionally distributed bills to its 8 million customers via monthly mail-

ings. Paper and postage costs amounted to millions of dollars yearly. In addition, the call center fielded several hundred thousand requests annually from customers who needed a duplicate copy of a bill that had been misplaced or never arrived. Generating and mailing a new bill typically took about a week. By offering electronic bill presentment, Bell Canada expected to improve service with faster access to historical bills and to reduce paper, postage, and call center costs.

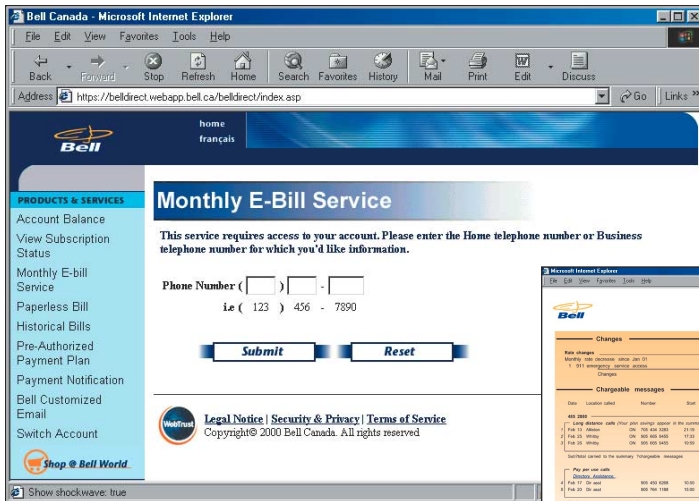
EXACT FIDELITY WITH PAPER BILLS

The Xenos solution extracts account information from Bell Canada’s customer database and outputs bills as Adobe PDF files—in English or French—that look exactly like the printed statements mailed

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—Bruce Derraugh
Vice president of
eMarketing and distribution
Bell Canada

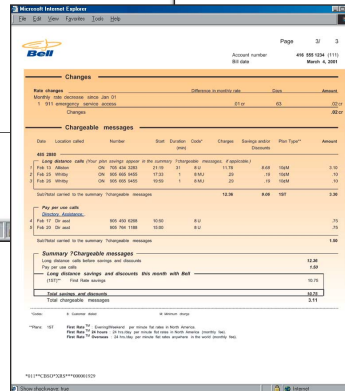




Bell Canada is enhancing customer service and reducing costs with an innovative electronic bill presentation service based on Adobe Acrobat software, Adobe PDF, and Xenos document to e-content software. The solution enables Bell Canada customers in Ontario and Québec to access their phone bills in Adobe PDF 24 hours a day, 7 days a week via the Web.

to customers' homes. "Consistency is what our customers are requesting. It is important that the electronic bill is similar to the bill that the customers receive in the mail," says Bruce Derraugh, vice president of eMarketing and distribution at Bell Canada.

Each month customers receive an e-mail notifying them that their bills are ready to be viewed on the Bell Canada secure customer account Web site. They click the link in the e-mail to go directly to the appropriate area of the Bell Canada site, where they are prompted to enter their phone number and password. Xenos software then generates the bill on-the-fly and presents the bill to the customer in Adobe PDF. The Adobe PDF files preserve everything about the branded look and feel customers already know, right down to the logo and the color of the preprinted paper stock. In addition, Xenos software generates electronic bookmarks in the Adobe



PDF file in either English or French for easy navigation of the bill—for example, to local and long-distance call details.

SAVINGS UP TO 50%

Bell Canada piloted the program with 45,000 customers, rolling out the full-scale system to all 8 million customers in mid-2000. Each month the system will generate tens of millions of pages of monthly bills and calling records as Adobe PDF files. The pilot was received so well that nearly a third of the participants have opted to discontinue receiving paper bills entirely. "The Adobe PDF and Xenos solution reduces the cost of bill presentation considerably," says Derraugh. "With the savings, we can focus on enhancing our services in other areas."

The system also cuts call center costs by reducing staffing requirements. In the past when customers needed a copy of a historical bill, they called the call center and typically faced a one-week wait in receiving the

bill. Now customers simply request a copy of bills up to 13 months old from the Web site, and receive an e-mail with a link to access the bill within three business days.

COMBINED ELECTRONIC BILL PRESENTMENT AND PAYMENT

To further enhance customer service, Bell Canada plans to integrate its electronic bill presentation with online bill payment. The company is working with a consortium of six major banks on the project. Customers will be able to view and print their bills as Adobe PDF files from the bank site or the Bell Canada site, and then pay online.

MILLIONS IN SAVINGS

Bell Canada's electronic bill presentation solution is expected to save the company millions of dollars in printing and postage costs. The Adobe PDF and Xenos solution also will improve customer service, because service representatives will be able to view the exact bill that a customer is referencing during an inquiry—not just database fields. "Because the electronic bill is consistent with the paper bills that customers are accustomed to seeing, customers find it easier to understand and to validate their charges," says Derraugh. "Adobe PDF made the transition easy."

TOOLKIT

Software

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