

_experience the commitment



CBR: Customer Billing Relationships

Enterprise customer view delivers competitive advantage

Benefits

CBR is a robust, enterprise-wide reward and contract management solution delivering a competitive advantage in your efforts to increase revenues, control operating expenses, and satisfy customers.

- Increase revenue by attracting new customers and expanding business with existing customers
- Protect existing revenue through increased customer satisfaction and retention
- Increase productivity of account representatives
- Maximize legacy system investments
- Minimize the impact of introducing new functionality

In today's competitive communications environment, you need more than market share to survive and thrive. You are continually challenged to grow revenue, control operating expenses, and satisfy customers. Responding to these challenges demands a customer-centric business model.

Focusing on customer needs requires competitive offerings that attract new customers and promote loyalty with existing ones. By knowing the full value of your customers, you can offer competitive rewards based on their total value and commitment to you as their communications provider. Promoting loyalty with existing customers increases your ability to expand those customers into other lines of business. Consider the power of offering incentives to your landline customers for their additional purchases of wireless and broadband services, for example.

But, providing incentives to customers is not enough. You also must improve the complex and challenging process of administering their contracts.

Manage your customer relationships

CBR was created specifically to address these challenges, enabling you to:

- Identify the total value of customers in an enterprise customer view across multiple accounts, lines of business, geographies, systems, and databases
- Provide incentives to customers with robust reward and penalty capabilities
- Administer and monitor the terms and conditions of contracts

CBR integrates with enterprise billing and customer care systems (such as retail, wholesale, wireless, and broadband) to provide a converged reward and contract management solution. As you add lines of business to your billing systems, an enterprise customer view gives you a valuable strategic advantage.

Find the value of your customers

Define your customers

CBR helps you define a hierarchical view of customers by establishing customer-to-customer and customer-to-account relationships. You can associate multiple, individual accounts that are located in disparate systems and different lines of business to create a single view of your strategic customers. For example, this allows you to view a large coffee company as one customer that purchases landline, wireless, and broadband services for all their distribution centers and coffee houses across your region.

Determine the total value of customers

By tracking the amount of revenue billed to each account within the customer hierarchy, CBR enables you to view the total value of your strategic customers.

Maintain customer hierarchies automatically

CBR helps build your customer hierarchies by periodically matching accounts to potential customers based on user-defined business rules. Any changes to customer accounts that affect contracts are also updated automatically.

Quickly implement and adjust contracts

Maximize speed to market without system changes

CBR provides flexible, robust reward and contract management features that are production proven. You can implement new contracts simply by defining the terms and conditions of the contract using the CBR user interface. You can even change active contracts by adding or removing accounts or changing the reward or penalty a customer should receive. Because no code changes or testing of data are required, CBR allows you to respond to the competition and customer needs without system changes.

Ensure consistency between contracts

Contracts for the same customer segment often have similar terms and conditions. You can use CBR to create templates to save time and ensure consistency between contracts. Templates can be used to manually create contracts with similar characteristics or to automatically replicate contracts for customers receiving an identical offering.

Correct contracts and retain historical data

Setting up contracts with customers is a complex business process that inevitably results in some oversights. Maybe the contract stayed in a briefcase too long or an account was overlooked when the contract was set up in the system. Whatever the case, you may need to correct the revenue, rewards, or penalties associated with the contract. CBR allows for these corrections and, as an additional benefit, retains all historical revenue for a contract in a single source of record.

Provide competitive, creative incentives

CBR provides a flexible suite of reward and penalty capabilities enabling you to provide creative incentives in response to the competition. Imagine the power of the incentives illustrated in the following examples:

- **Discounts to low-income schools and libraries**—To comply with Universal Service Fund (USF) requirements, you set up a qualifying school or library on a one-year contract so they receive a 15 percent discount each month, with a maximum discount of \$1,000 for the year.
- **Incentives to apartment complexes**—A realty company that manages 50 apartment complexes in a major metropolitan area is willing to promote you as the preferred carrier. You negotiate a contract with the realty company to provide a tiered, percentage reward on their broadband services based on revenue contrib-

uted by their tenants. The more services purchased by tenants, the larger the reward to the realty company.

- **Rewards for volume purchases**—To promote voice messaging services, you offer a large law firm a \$1,000 reward every month for having at least 1,000 voice mailboxes. If they drop below 500 voice mailboxes, you automatically terminate their contract.
- **Bonuses for customer loyalty**—You have negotiated a three-year deal with a large restaurant chain. They commit to \$100,000 for all communications services across their administrative offices and restaurants each year. In return, you offer a 5 percent rebate of billed revenue. If, at the end of three years, they accumulate \$500,000 in billed revenue, you offer a 2 percent rebate of total accumulated revenue. As a bonus for signing the contract, you also give them an additional 10 percent reward of third month's revenue. In good faith, you pay them the 5 percent reward optimistically each month. At the end of the year, if they did not achieve the revenue targets, you automatically charge them for the shortfall. If they choose to terminate their contract early, you automatically assess a penalty of \$1,000.

Easily monitor customer contracts

CBR enables you to proactively monitor customer contracts and determine whether commitments are being met. Knowing how customers are performing allows you to work with them to determine if their business needs have shifted. A customer that did not achieve the expected large call volumes in their peak season may need to renegotiate their contract.

Your account representatives can monitor customer contracts by receiving notifications and reports, enabling them to provide more proactive customer service.

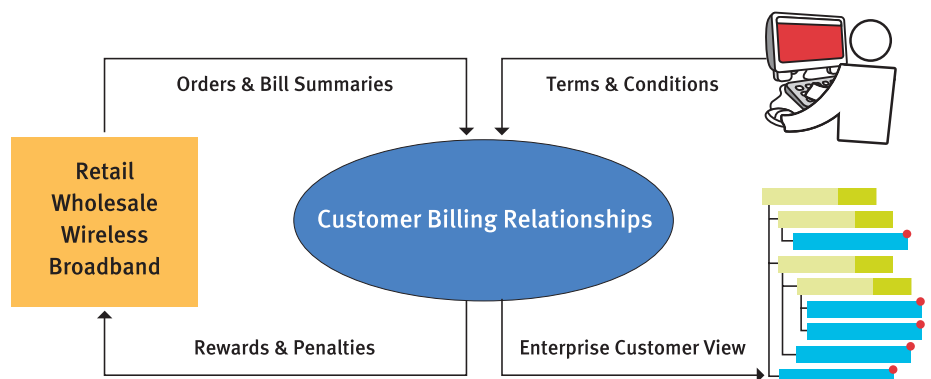
Monitor contract status

- Review penalties before they are applied to a customer's bill and waive if necessary
- Receive notification of upcoming and completed contract expirations and automatic renewals

Measure contracts against commitments

- Review progress reports of revenue the customer has contributed against their commitments
- Identify the total revenue for strategic customers across a period of time
- Review detailed reports of the revenue, rewards, and penalties associated with a contract
- Monitor new contract activity each month

CBR—a robust, enterprise-wide reward and contract management solution that brings you competitive advantage



Company profile

CGI's partnership with BellSouth

CBR was developed in partnership with BellSouth® as a strategic solution for customer contract management.

The relationship between CGI and BellSouth is truly multidimensional, encompassing both consulting and information technology services. Since beginning the relationship in 1992, CGI has worked with BellSouth to develop a strategic vision of its operational support systems to meet critical business objectives and transform BellSouth's systems to be more flexible, responsive, and customer focused, and, most importantly, to deliver business benefits to BellSouth's Customer Operating Units (COUs).

The relationship is enterprise-wide as well, crossing lines of business from consumer to large business to long distance. It also incorporates the full spectrum of functional areas, including customer care and billing, credit management, procurement, strategic planning, marketing and sales, and e-business. CGI partners with BellSouth Intellectual Property Marketing Corporation to make BellSouth innovations available to other telecommunications service providers.

About BellSouth

BellSouth Corporation is a Fortune 100 communications services company headquartered in Atlanta, Georgia, serving nearly 50 million local, long-distance, Internet, and wireless customers in the United States and 12 other countries.

Consistently recognized for customer satisfaction, BellSouth provides complete communications solutions to the residential and business markets. In the residential market, BellSouth offers DSL high-speed Internet access and long distance, advanced voice features, and other services. The company's BellSouth AnswersSM package combines local and long-distance services with an array of calling features; wireless data, voice, and e-mail services; high-speed DSL or dial-up Internet service; and Cingular Wireless. In the business market, BellSouth serves small, medium, and large businesses providing secure, reliable local and long-distance voice and data networking solutions. BellSouth also provides online and directory advertising services through BellSouth® [RealPages.com](#)SM and The [Real Yellow Pages](#)®.

BellSouth owns 40 percent of Cingular Wireless, the nation's second largest wireless company, which provides innovative wireless voice and data services.

At CGI, we're in the business of satisfying clients. For 30 years, we've operated upon the principles of sharing in our clients' challenges and delivering quality services to solve them.

A leading IT and business process services provider, CGI has approximately 25,000 professionals operating in 100+ worldwide offices, giving us close proximity to our clients. Through these offices, we offer local partnerships and a balanced blend of global delivery options to ensure clients receive the combination of value and expertise they require.

CGI defines success by exceeding expectations and helping clients achieve results.

Business solutions through information technology®



ISO 9001 Certified

For more information: www.cgi.com