

## Optimize Operations to Gain Control of Your Bottom Line

Technology improvements in the past decade have radically changed the face of operations. With transitions from paper to electronic commerce, billing operations have seen increased complexity. Most importantly, increased customer sophistication has raised expectations of personalized services.

This evolution of back-office and billing operations has introduced room for additional process variation, resulting in more rework/ adjustment costs and downstream customer service costs. Enkata research estimates that between 30-50% of contact center calls are related to billing issues, such as errors or confusion about a particular bill. Every billing issue impacts the service channel through:

- Costs to make manual bill adjustments/ credits.
- Costs of handling the billing calls in the contact center.
- Revenue impacts from refunds, adjustments, credits.
- Customer defections from lost loyalty.

The Enkata Billing Improvement™ application, part of the Enkata Back Office Performance Suite™, identifies the process, technology, and operational factors that cause billing rework, adjustments, and errors. By addressing billing failures at the source and constantly monitoring billing operation effectiveness and efficiency, Enkata customers have achieved a decrease of up to 15% in adjustments and 5% in operational costs.

## Key Benefits

- Decrease billing issues that lead to rework and adjustments by identifying the process variations and IT systems issues that drive these failures
- Eliminate the root cause of unwanted billing related customer contacts at their source to improve customer loyalty
- Discover the relationship between customer events, adjustment requests and amounts
- Quantify the economic impact of the operational failures and understand how improvements in one metric may impact another
- Model the financial results of improvement initiatives, prioritize before implementation and track performance

## Features

- Pre-built, integrated metrics that utilize data from multiple front- and back-office systems, e.g. calls per billing cycle
- Pre-built dashboards, scorecards, operational reports, and key performance indicators to track performance targets across customer segments, service teams, and geographies
- Process viewer that delivers visibility across the entire billing lifecycle to identify process steps causing variation and failure points
- Guided workflow and comparison analysis with integrated metrics that isolate the factors causing billing failures and related calls, and identify the characteristics of the best and worst performing agents and customer segments
- Full access to bill, call, and customer surveys to validate root causes

“Enkata used its experience working with organizations in the healthcare and telecommunications sectors to develop industry-specific Back Office Performance applications that improve the processing of the health insurance claims and telecommunications billing. Combined with Call Avoidance, Back Office Performance can improve overall operational performance by closing the loop between why customers are calling and what changes can be made to reduce the need for them to call. Organizations within these industries should look at how they can get the most benefit from the best practice processes and key performance metrics now embedded in the applications.”

- Richard Snow, Ventana Research

- Initiative tracking to monitor performance and cost of pilot programs to validate their effectiveness
- Segmentation reports that provide a customer snapshot and track performance relative to past and expected performance

## Key Built-in Metrics:

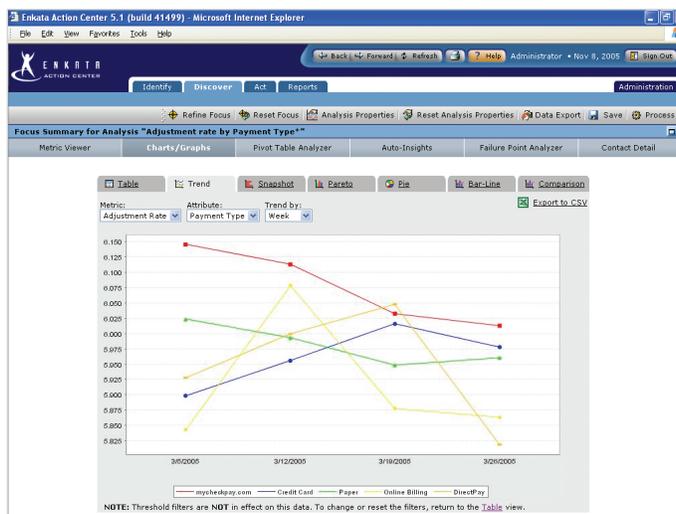
- » Adjustment rate
- » Rework rate
- » Calls per billing cycle
- » Rework rate per agent
- » Refund rate
- » Cash payment rate

Only Enkata's out-of-the-box solutions easily break down key metrics across all relevant attributes such as customer tenure, agent, and product.

## Unique Approach

Enkata's unique operational control cycle allows companies to:

- Follow an embedded workflow to track performance, investigate problems, identify causes, implement improvement programs, and monitor their effectiveness.
- Pinpoint process breakdowns with a complete view of the customer lifecycle by analyzing data across multiple systems, including back-office, CRM, contacts, and self service applications.
- Analyze all available sources of data, including structured data and unstructured text.
- Integrate data from any front- or back-office system rapidly using Enkata's patent-pending data integration adapters.



Data integration and pre-built industry-specific metrics reveal relationships and operational failures that were not visible before.

## Optimizing Back-Office Operations

Back-office failures such as double-billing and inaccurate claim processing make customers feel like they have been taken advantage of; destroying trust faster than any other service failure.

The Enkata Back Office Performance Suite, which includes the Enkata Billing Improvement application, delivers the insight required to identify, solve, and monitor back-office operational failures. By analyzing front- and back-office data for complete visibility into the customer and process lifecycle and launching targeted initiatives to eliminate identified failures, companies can lower their operational costs and retain customers.

### About Enkata

Based in San Mateo, Calif., Enkata is a leading provider of on demand Operational Performance Management solutions for businesses with large service organizations. Enkata offers the only industry-specific solutions available that capture and analyze both front and back-office customer lifecycle data to achieve operational excellence. Today, leading companies in financial services, telecommunications and health insurance rely on Enkata to improve customer loyalty while simultaneously reducing costs.

For more information visit [www.enkata.com](http://www.enkata.com), email [info@enkata.com](mailto:info@enkata.com) or call (650) 227-6500.