

## Single Interactive Bill for Multi-play Operators

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Telcos keen to provide their consumer and SME customers with a single bill for multi-play services can now distinguish themselves from their competition with Ryder Systems' 'Dynamic Reporting' solution.

'Dynamic Reports', the eBill with an interactive usage analysis report delivered by secure email, has been updated to consolidate converged services from a service provider into a single source. This means operators only require one bill production process and customers have the convenience of a single bill for fixed-line, mobile, cable and broadband, if received from the same supplier.

At present, operators' 'single supplier' aim of providing multi-play services and improving customer convenience is let down by its billing process. Separate bills are created for each of the different services offered, maintaining an inefficient and expensive process, as well as causing confusion and frustration for the customer. The new enhanced 'Dynamic Reports' from Ryder Systems resolves the problem by providing a single, secure email which contains an electronic bill with usage analysis. Featuring a complete breakdown of relevant costs in the form of statistics, interactive graphs and charts, 'Dynamic Reports' allows users to "drill down" to individual itemised line, including services that are now available through multi-play.

Delivered direct to the customer's inbox, 'Dynamic Reports' makes electronic bills convenient by removing the hassle of having to remember a website address, username and password. Customers can also update their contact details without contacting the Telco, helping to automate the management of subscriber details.

The telco benefits from the significant cost advantages of replacing paper bills and consolidating bill production. By providing transparent billing information, 'Dynamic Reports' reduces the number of billing queries and the cost associated in resolving these, whilst giving customers a greater brand experience.

Telcos will further profit from the improved marketing opportunities offered by 'Dynamic Reports'. Advertising banners, presented within the solution, provide clear cross and up-sell opportunities, with hyperlinks back to the Telco website. This is a unique and cost-effective route to market direct to customers which will help increase positive response rates and avoid annoying customers with indiscriminate spam.

Andy Wilson, Sales and Marketing Director, Ryder Systems, says "The benefits to the customer in using a single supplier do not cover the billing process, due to the practice of separate bills for separate services. Customers understandably expect a single, clear and comprehensive bill for all products received by a single supplier. This is now possible with Ryder Systems' 'Dynamic Reports', allowing operators to fulfil the customers' criteria and automatically gain a substantial market advantage."

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About Ryder Systems:

Ryder Systems is a world-class provider of customer bill management solutions for fixed, mobile and converged communication service providers. Ryder Systems' solutions support billing internally for the service provider, as well as for its corporate, business or residential customers.

Ryder has over 17 years experience in providing bill management solutions to many of the world's leading telecommunication companies, including British Telecom, Orange, T-Mobile, Vodafone and Verizon Business. Ryder System's bill analysis and reporting solution portfolio is renowned for its innovative and intuitive functionality, offering outstanding speed and performance to the company's blue-chip customer base.

With headquarters in the UK, and regional offices covering Europe, Asia Pacific and the USA, Ryder Systems has extensive knowledge of local market conditions and trends. For more information visit [www.rydersystems.com](http://www.rydersystems.com)

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