Adobe Event Gateway SMS Gateway

CUSTOMER SUCCESS



Enabling Monthly Bill Payments via SMS with Adobe Campaign and Munvo Messaging Solutions

Enabled customers to pay monthly bills directly via text message

30% reduction in delinquent accounts

19% reduction in billing-related call center volume, supporting cost savings



Client

A leading North American telecommunications provider delivers billing communications to more than 20 million customers each month across multiple channels.

At this scale, providing consistent billing information and convenient payment options is essential to the customer experience. The organization wanted to modernize how customers receive and respond to billing communications while improving the efficiency of the technology processing these high-volume messages.

Challenges

The client's billing experience was fragmented across channels, with redundant touchpoints and inconsistent information. Customers often relied on the call center to resolve billing disputes and delinquency issues, increasing call volumes and reducing campaign effectiveness.

High-volume billing events also created processing bottlenecks that affected revenue-generating campaigns and other communications. The client needed a modern payment method, more consistent billing communications, and improved processing capacity.





Munvo Solution

Munvo implemented a billing communications and SMS payment solution using Adobe Campaign, SMS Gateway, and Event Gateway.

- **SMS Bill Payments**
  Customers can authorize monthly bill payments by replying "PAY" to the client's shortcode, creating a convenient payment option directly within the messaging experience.

- **Unified and Dynamic Billing Communications**
  Munvo unified more than 50 billing communication variations across SMS, email, and web. Dynamic messaging reduced the required variations by 86% while supporting communications to more than 20 million customers monthly.

- **High-Volume Event Processing**
  Munvo configured rate limits for high-volume billing events using Event Gateway, improving processing and reducing the risk of bottlenecks affecting revenue-generating campaigns and other communications.

Benefits

Simplified Bill Payments: Customers can authorize monthly bill payments directly through SMS, providing a more convenient payment option.

Reduced Call Center Utilization: The improved billing and payment experience contributed to a 19% reduction in call center volume related to billing disputes, supporting operational cost savings.

Reduced Delinquency: Timely billing reminders and a customer-friendly SMS payment method contributed to a 30% reduction in delinquent accounts.

Consistent Billing Communications: Unified and dynamic messaging reduced redundant variations and improved consistency across SMS, email, and web touchpoints.

Improved Processing Efficiency: Rate limiting for high-volume events helped address technical bottlenecks and reduced their impact on revenue-generating campaigns and communications.

Results

- **19% reduction** in call center volume for billing disputes
- **30% reduction** in delinquent accounts
- **86% reduction** in billing message variations through dynamic messaging
- Unified more than 50 billing payment communication variations across customer touchpoints
- Supported consistent billing communications reaching more than **20 million customers monthly**
- Enabled customers to authorize monthly bill payments directly through SMS

> Munvo went the extra mile to stay on top of issues, ensure a smooth transition for our extremely high-volume events, and stay on track for key milestones.

Telecommunications Client

MUNVO

Let's Connect!

Have a project in mind or want to learn more about what we do? We'd love to hear from you.

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