



CASE STUDY

Dynamic Messaging Connects With Cellular Customers

OSG and CREDO Mobile have a successful partnership in truly dynamic customer communication.

The Client

Take one look at the CREDO Mobile invoice and you quickly realize they are not your typical cellular carrier. **CREDO Mobile is a successful business that is interested in more than just generating a profit.** As a telecommunications company, they offer their customers the most popular devices, great calling plans and exceptional customer service.

The Challenge

As a company that actively promotes social change and engages in progressive political activism, CREDO Mobile offers a unique opportunity for customers to participate in their CREDO Action network. Through their printed invoice, CREDO Mobile customers step into the heart and soul of their organization. **Using the valuable space on their invoice, CREDO engages like-minded customers and motivates them to get involved and make the world a better place.** The CREDO Mobile invoice is designed to not only prompt speedy payments, but to also communicate the platform of social responsibility, political activism and fundraising for progressive causes.

The CREDO invoice design is effective yet impactful and incorporates all of the essential elements and best practices of a successful bill. Research tells us that the main reason customers do not pay bills on time is because they are confused by the invoice. The CREDO Mobile bill first serves as a tool to collect payment and clearly highlights the remittance section and due date to create a sense of urgency and increase payment response. Clarity of this section is crucial because it ensures that payment will be returned correctly and on time, resulting in decreased call center activity. The CREDO Mobile bill also includes an invoice summary which helps further clarify the



Industry
Retail



Objective
To capture brand and message through its invoices



Solution
Incorporated OSG's advanced messaging capabilities into their invoices

information on the bill and reassures the customer they are being billed fairly. For improved brand recognition, attention span and recall, the CREDO Mobile invoice is printed in full color. And finally, on the checklist of best practices for well-designed invoices, CREDO maximizes their communications with clearly organized, attention-grabbing messaging. **Targeted messaging enhanced with color ensures that their messages resonate with customers, so they are understood faster and more clearly.**

CREDO Mobile needed a vendor able to capture their brand and message to effectively market the company through its invoices.

The Solution

CREDO Mobile chose OSG as their billing partner because we understand the tremendous communication potential that the invoice has to offer. OSG provided CREDO Mobile with advanced messaging capabilities. Their invoice is an excellent example of true transpromo marketing. In addition to the exceptional design, the CREDO Mobile invoice uses their messaging to connect with customers and engage them on a deeper level. OSG is well aware that CREDO Mobile's customers not only open their bills, they also spend time reading them. Statistics tell us that transactional documents have a 95 percent open and read rate. **CREDO Mobile takes excellent advantage of this statistic and uses their invoice as a powerful communication tool that bands customers together to encourage action and change the political landscape one victory at a time.**

CREDO Mobile knows that incorporating their brand throughout their invoice is critical. Their distinctive colors and stylized images provide instant recognition for their customers. Their brand carries weight and credibility that matches the integrity of their business and social change objectives. With our next-generation printing technology, OSG is able to provide CREDO Mobile with an invoice that showcases their classic branded look and color palette. Color communication is particularly important on the CREDO Mobile bill as it **helps bring attention to important information while keeping their multiple messages organized and easy to read.** The CREDO Mobile invoice does an excellent job showcasing calls to action. For example, CREDO Mobile offers their customers the opportunity to seamlessly support causes by choosing to round up the dollar amount on their bill. This simple fundraising effort, explained through messaging on the invoice, makes a small difference to a customer's bottom line but gives a big financial boost to progressive causes. The Round Up Your Bill button is clearly shown in CREDO Mobile orange for maximum impact.

So how does CREDO Mobile effortlessly communicate multiple initiatives to their customers each month while collecting payment for their mobile services? **Using best practices and a streamlined, well-organized invoice, OSG helps CREDO Mobile takes advantage of variable messaging and integrated communications.** Using OSG Dynamic MessagingSM, CREDO Mobile has the ability to create customized and targeted messages each and every month to keep up with the rapid changes in political agendas. With OSG Campaign ComposerSM, CREDO Mobile can promote the most current political initiatives to any segment of their customer base. This program allows them to send one-to-one targeted messages for maximum impact and participation. CREDO Mobile manages their messaging through the OSG InSightSM customer portal, providing them access to their messaging and image library.

The Results

OSG Dynamic Messaging and OSG Campaign Composer are important tools in delivering cross-channel communications. It allows CREDO Mobile to combine the power of print with their online communications. Although CREDO Mobile includes numerous messages on their invoice every month, **utilizing OSG Dynamic Messaging, their printed invoice becomes an excellent vehicle to drive customers to other channels, such as their website.** For example, CREDO Mobile no longer prints their Citizens Letters within the invoice. The messaging on their invoice directs customers to their website where customers can read their Citizens Letters at their leisure. This integrated, multichannel approach gives customers a chance to view CREDO Mobile's activism wherever they may be— whether they are at home or on the go. Through their printed invoice, **OSG gives CREDO Mobile the ability to speak to their customers in their own unique voice.** Their clean invoice design, branding, full-color images and text, combined with expansive messaging, allows them to fully engage and communicate with their customers each month.

CREDO Mobile not only provides their customers with a clear, concise, easy-to-read invoice that successfully prompts quick payment, their integrated messaging invites customers to join in and participate in important grassroots political initiatives. OSG and CREDO Mobile have a successful partnership in truly dynamic customer communication.

