



# Telephony Billing & Customer Care

## Telecom Overview

Introduce the student to the reasons the billing system is important to the Telco. Review the major business processes that are inter-dependent on billing. Define and explain many of the terms and acronyms used within the industry. The major components of the PSTN are discussed in an introduction to networks. Rounding out this section is an overview of a typical billing

- Criticality of Billing
- Telephony Invoices
- Terminology
- Competition
- PSTN
- The Billing System

## Telecom Services and Products

Familiarize the student with the different types of services and products currently being marketed, and ways in which they can be billed. A discussion of deregulation and competition helps to explain why there are so many different ways to price telecom services. We also discuss the convergence of telecom services and the impact of convergence on the carrier.

- Deregulation
- Competition
- Target Markets
- Telecom Services
- Convergence
- Products and Types

## Customer Care

The student will get an appreciation for "A Day in the Life of a Customer Service Rep" including selling products and services, collecting the appropriate data for both service provisioning and billing, handling account maintenance and pre and post-billing inquiries, and treatment and collections. Various on-line and functional requirements are discussed as well as how call centers are managed and measured. The wave of the future, Self-Care, is also discussed.

- Customer Relationship Management
- Caring for the Customer
- Call Center Management
- Online Requirements
- Major Functions of Customer Care
- Self-Care/E-Care

## Event Processing

Comprehensive study of the event processing function; follows messages

from the network, through mediation, through the steps of guiding and rating and into the pool of messages ready for the billing run. A discussion of system design options and their pros and cons helps to reinforce the concepts covered.

- Mediation Devices
- Inputs/Outputs
- Guiding
- Rating
- Exception Processing

## Bill Calculation and Invoicing

A comprehensive study of all functions related to charges and credits calculations, quality control, and invoice production.

- Billing Activities
- The Invoice
- Billing Challenges

## Wireless Overview

This primer on wireless communications introduces the students to the various wireless services currently being offered. Special attention is given to PCS and GSM technologies, and the wireless environments in North America.

- North American Standards
- Mobile Networks
- Technologies
- Roaming
- Billing for Wireless

## Support Functions and Interfaces

Introduce the student to all billing support functions and interfaces (internal and external). Accounts receivable processing includes information on the balance sheet, the general ledger and a discussion of all of the various cash transactions that must be handled by the billing system. Students are also introduced to auditing requirements as well as how revenue assurance fits into the picture.

- Billing as a Specialized A/R System
- Internal Interfaces
- Auditing
- External Interfaces

## Intelligent Networks, Data Services, and Voice over IP

This section discusses packet data networks that are shaping the telecom industry. The SS7(signaling) network enables many of the services con-

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**Phone:** Toll Free (888) 893-8724 or (201) 833-9494  
**Fax:** (201) 833-8444 **Email:** [Avi@billingcollege.com](mailto:Avi@billingcollege.com)  
**Mail:** The Billing College 1340 Teaneck Road, Teaneck NJ 07666

[www.billingcollege.com](http://www.billingcollege.com)



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sumers regard as essential (800 numbers, calling cards, prepaid, LNP, roaming, to name a few). Data traffic is surpassing voice traffic volumes, and changing the way companies do business. As volumes of data traffic exceed voice traffic carriers look to packet service as the basis for future networks. The future may be closer than we think with Voice over IP being the latest 'hot' topic.

- Intelligent Networks
- Data Networks and Services
- VoIP

## Evaluating Billing Systems

This section examines factors that could "make or break" the implementation of any billing solution. Open discussion: What to do now? The pros and cons of in-house development vs. outsource; purchase vs. re-engineer; etc.

- Billing Capabilities
- Technical Strengths
- Other Considerations
- Next Steps

## Newsworthy

Discuss with the students some of the current trends in global billing and customer care practices. Review the current and projected alliances and partnerships and their impact on B&CC. Share some of the industry research done by the Billing College.