



TRANSFORMING CUSTOMER SERVICE WITH EXPANDED PAYMENTS & INCENTIVES

INDUSTRY:
TELECOMMUNICATIONS

BILLS:
~2,500/MONTHLY

THE CHALLENGE

Since 1991, Thumb Cellular has experienced outsized growth thanks largely to its dedication to delivering a superior customer experience. This dedication was put into practice by Thumb Cellular's migration to the Paymentus billing and payment solution.

By leveraging the Paymentus solution, Thumb Cellular effectively expanded its payment options—making it simpler for subscribers to pay bills, regardless of how they preferred to pay.

The challenge with any migration is ensuring that customers are fully aware of the change and how they can maximize the benefits. Thumb Cellular's commitment to its subscribers meant partnering with the Paymentus Client Adoption Success Team (CAST) on a pair of marketing campaigns aimed at educating subscribers, promoting new payment options, and incentivizing AutoPay adoption.

THE SOLUTION

With customer service at its core, Thumb Cellular's modernization efforts centered around delivering a better billing and payments experience for subscribers. To achieve this, the telecom seamlessly expanded its payment options to best serve its entire subscriber base. With Paymentus, the full menu of payment options now includes:

- Visa, Mastercard, and Discover credit and debit cards
- PayPal, PayPal Credit, and Venmo digital wallets
- ACH/eCheck
- AutoPay
- One-time "Guest" payments
- Paperless eBilling

As part of a phased approach, Thumb Cellular worked with CAST to create a three-month comprehensive marketing campaign that featured bill inserts, a social media post, lobby poster, website banner, email, and landing page copy.

The telecom bolstered its initial marketing efforts by immediately following up with an incentive campaign aimed at driving the adoption of AutoPay and paperless eBilling. The campaign offered Thumb Cellular subscribers the chance to win a \$500 Visa gift card, which was supplied by Paymentus. CAST again produced the campaign materials, which included bill inserts, social media posts, web banners, and a lobby poster.

Success SNAPSHOT

206%

Lift in AutoPay
Payments First
Month After Go-Live

58%

Lift in Digital
Payments

42%

Lift in AutoPay
Payments Post
Incentive Campaign

THE RESULTS

By all metrics, the launch of the Paymentus solution was a success for Thumb Cellular. Driven by the intuitive simplicity of the new solution, coupled with the marketing campaign, Thumb Cellular experienced:

- **58% increase in overall online payments** during the first month of deployment
 - **71% increase** in credit and debit card payments
 - **69% increase** in ACH payments
 - **206% lift** in AutoPay payments over the pre-campaign monthly average

While satisfied with the initial results, Thumb Cellular wanted to make a bigger splash to further accelerate adoption. Working with CAST, the telecom launched its first ever incentive campaign, which supported further growth of the platform.

- **42% AutoPay adoption growth**
- **AutoPay enrollments increased** month-over-month during the life of the campaign
 - **49%** of AutoPay payments are made using the cost-effective ACH method
- **95%** of digital payment users were enrolled in eBilling at the conclusion of both campaigns



One major advantage for Thumb Cellular in working with CAST was its ability to promote the new offerings using a hands-off approach. Its small but mighty team was fully supported throughout the campaigns, with everything being turnkey from the outset.

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First Month After Go-Live**

58%

**Lift in Digital
Payments**

42%

**Lift in AutoPay Payments
Post Incentive Campaign**



"WORKING WITH PAYMENTUS AND CAST ENABLED OUR SMALL TEAM TO DO THINGS WE WOULDN'T HAVE BEEN ABLE TO ON OUR OWN. EVERYTHING WAS TURNKEY AND PERFECTLY IN LINE WITH OUR BRAND GUIDELINES. THE CAMPAIGNS DEFINITELY PUT US AHEAD OF THE GAME. YOU'RE REALLY MISSING OUT IF YOU DON'T TAKE ADVANTAGE OF THIS TEAM OF PROS."

CONNIE EMMING

Marketing Manager, Thumb Cellular

For more information, please visit www.paymentus.com/contact

Or contact our sales team directly via

phone: 855-838-1886

email: sales@paymentus.com

Paymentus