

A high-trust, low stress phone bill

THE CHALLENGE

At AT&T billing was the top call driver across all customer support channels. Additionally, a negative billing experience was the largest detractors from customer happiness measures.

MY CONTRIBUTIONS

I was the lead experience designer working across physical and digital touch points to deliver a friction-less, easy to understand billing experience.

OUR SOLUTION

An complete overhaul of a legacy billing system that dramatically simplified artifacts and intuitively surfaced information that customers needed to understand.

"Paying your bill early is just giving your money away.
I learned that from my dad when I was in college." -Candice

CONTEXT

After synthesizing extensive research with customers about how they thought about money, bills, billing and payments we identified 6 design principles that we could measure the success of our work against.

THIS ARTIFACT

We created several customer billing journeys and identified touch points within those journeys to demonstrate the new billing design principles. At this stage these were not complete reference documents, but a tool to communicate with other team about the direction we were taking.

NEXT STEPS

Ultimately I evolved these designs into the actual reference designs that the production engineers would use to build the next iteration of the billing interactions on the website, app and printed bills.

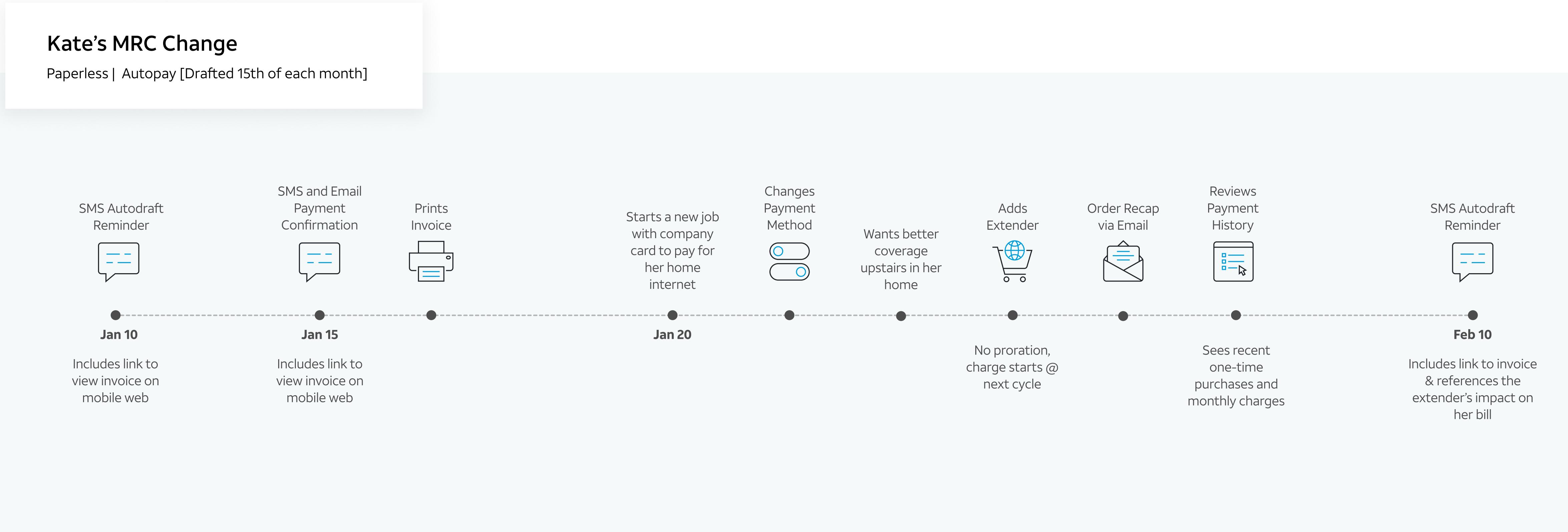
Account Management Billing



©2021 AT&T Intellectual Property. All rights reserved. AT&T, Globe logo and DIRECTV are registered trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. A Publication of Design Technology | Designtechnology.web.att.com | AT&T Proprietary (Internal Use Only)



CUSTOMER JOURNEY



■■■ DESIGN TECHNOLOGY

Earning Trust

Our research has shown that there is a trust deficit in billing to be overcome. The rebuild trust we are making and delivering on promises through communication cadences (SMS and/or email) that are strongly aligned to the billing artifacts across channels.

Predictable communication cadences

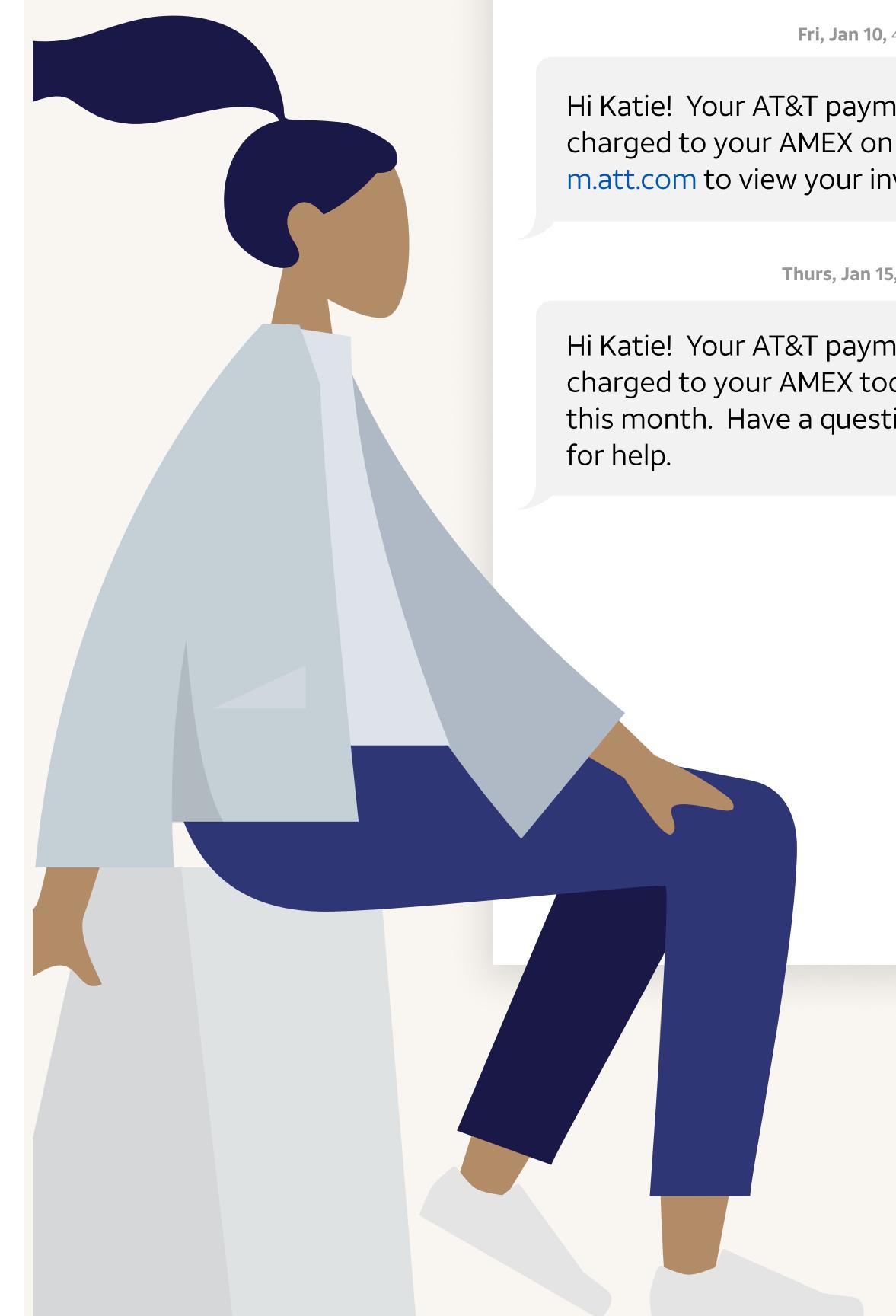
- Customized to user preference
- Highlights high consequence billing activity
- Creates confidence that we're working for them

Simplified interactions

- Focus on completed tasks
- Emphasis on most important details
- Establishes confidence to self-serve

Capabilities to explore more

- Reduces redundancy and clutter
- Balances transparency with ease of use



A screenshot of an AT&T mobile application. At the top, it says '9:41' and shows signal, Wi-Fi, and battery icons. The AT&T logo is in the top right. Below that is a back arrow. The main content area starts with 'My Internet Bill' and the date range 'Dec 23 - Jan 22, 2020'. It then displays a message: 'Your autopay was completed on Jan 20 and you're all set!' Below this is a large '\$60.00' in bold black text, followed by 'Total charges'. Underneath, it says 'Paid Jan 20, 2020 via AMEX ending in 1894'. A list item shows 'Internet 75' with a price of '\$60.00' and an edit icon. At the bottom is a button labeled 'View/Print Statement as PDF' with a right-pointing arrow.

Purposeful Organization

We know that phone support is the most relied-upon channel for customers when billing feels like it's gone wrong. We want to leverage what users are getting out of that interaction in our digital and print billing experiences. A step-by-step story of the account for a given product that highlights cause and effect,

Tells a story of the account history

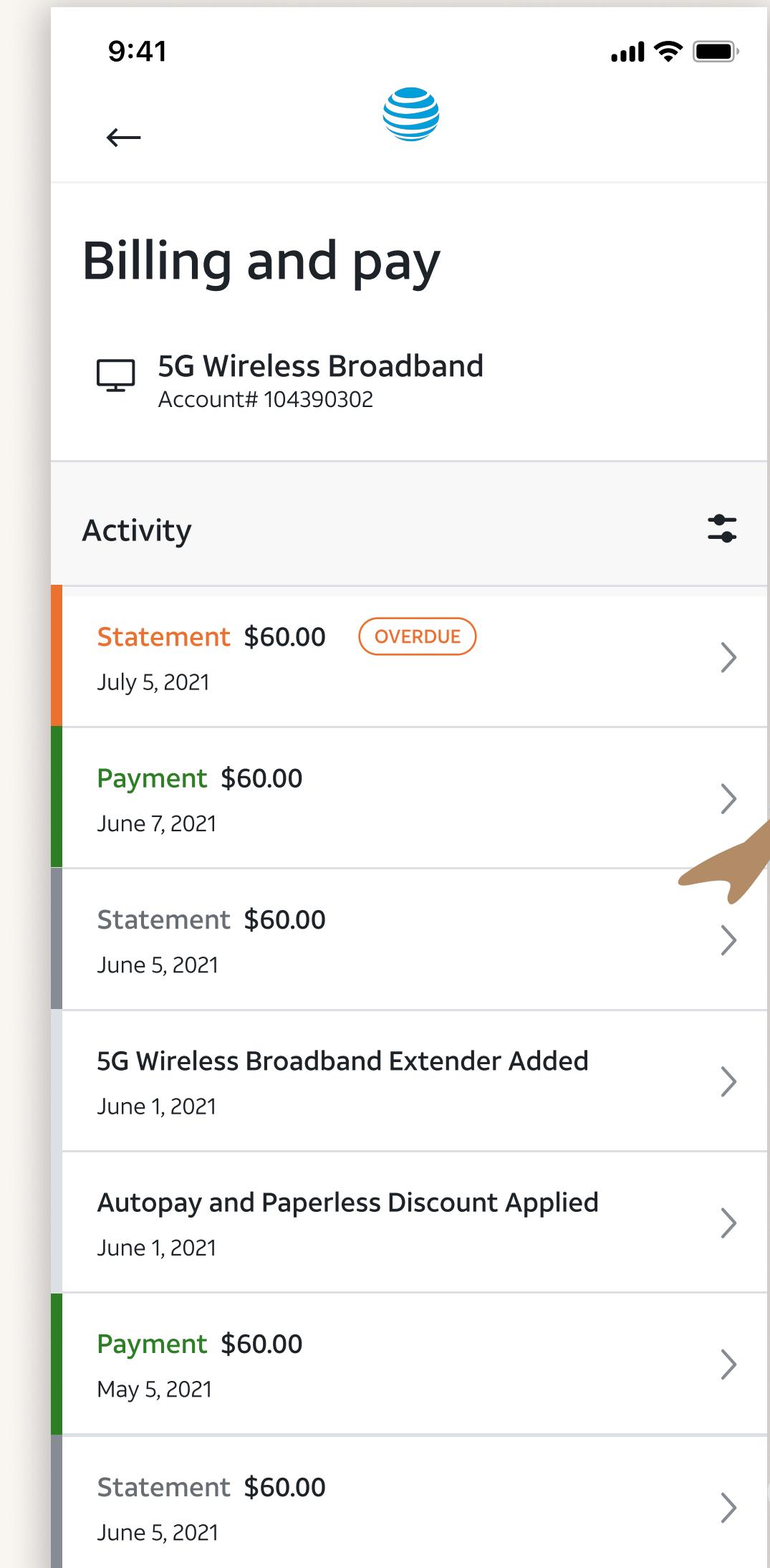
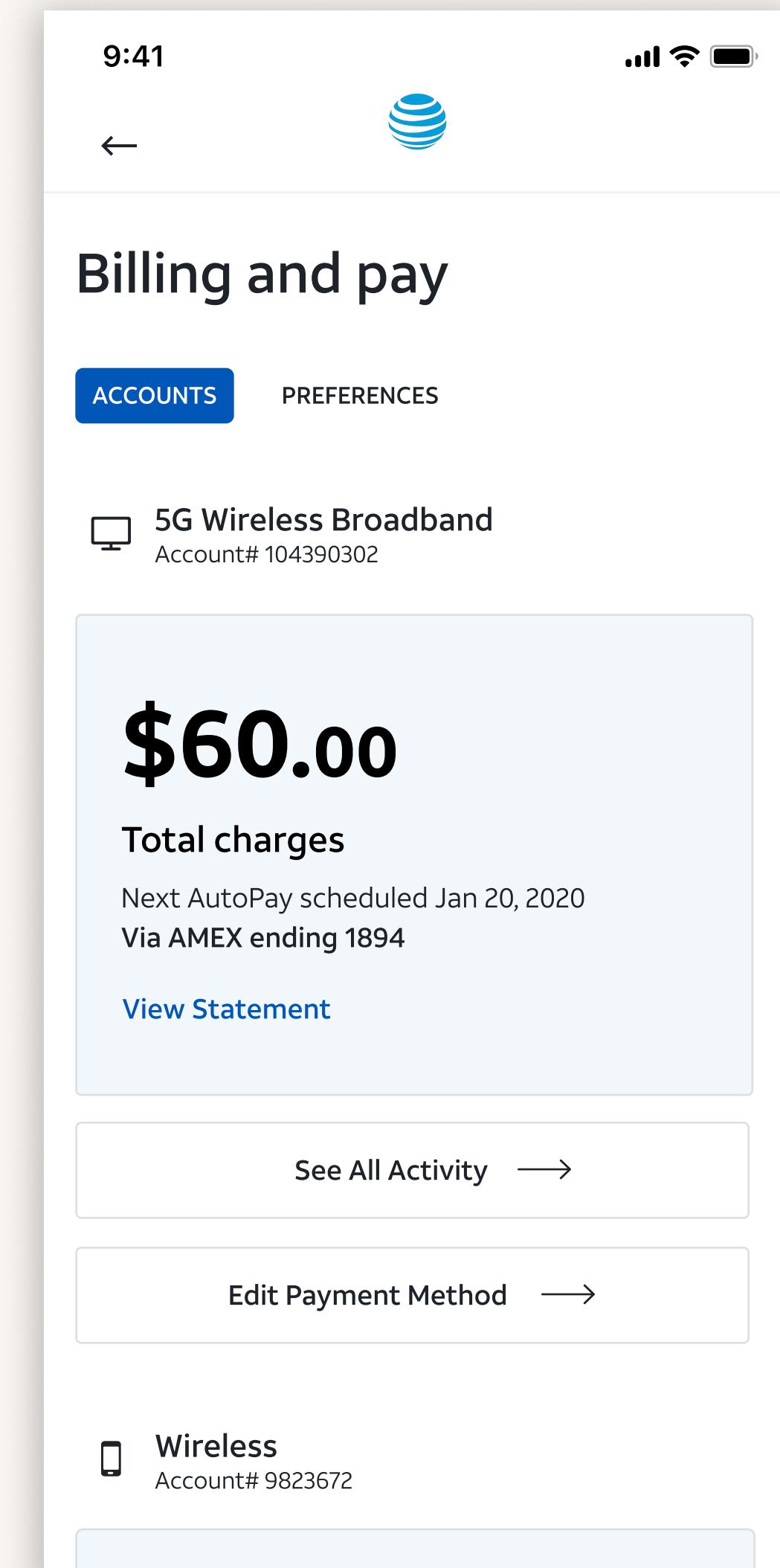
- Allows customers to understand 'what happened' without needing to call and ask for help
- Surfaces the account history details so that users don't have to view multiple screens to answer one question

Reduces the complexity of account management flows

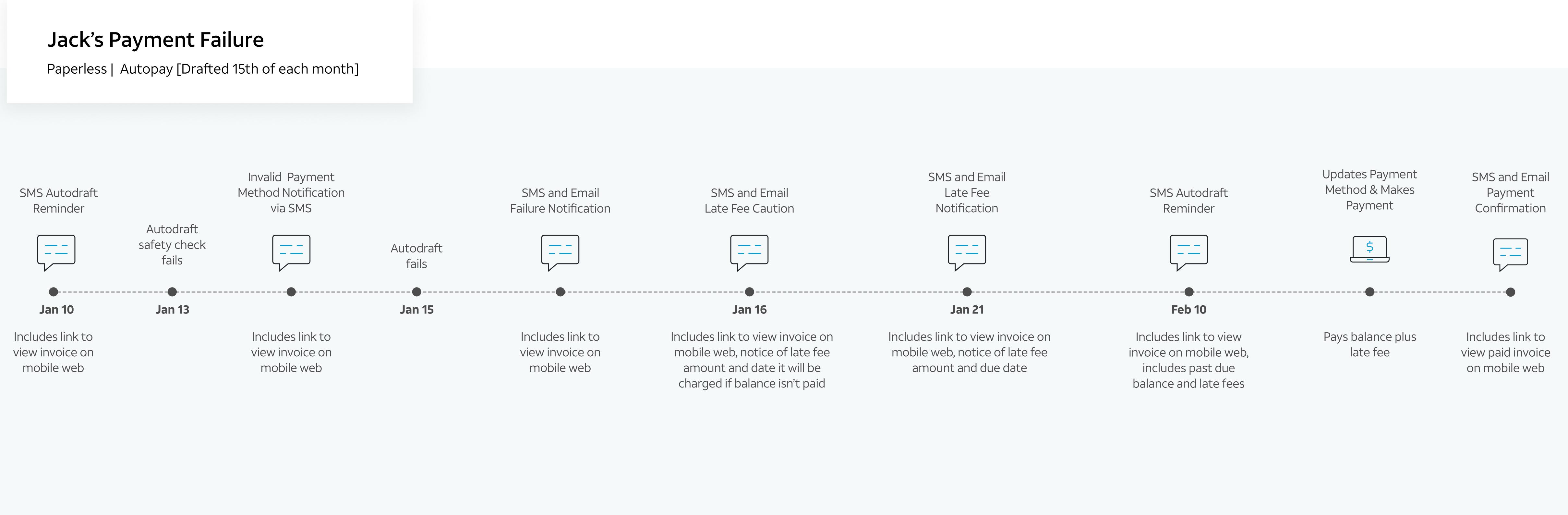
- Puts billing management options in one place
- Communicates benefits of the happy path experience

Extensible across product and user-type

- Organization that can accommodate multiple products with different preferences for each product
- Activity feed accommodates multiple users on one account
- Clusters activity by product



CUSTOMER JOURNEY



DESIGN TECHNOLOGY

Adaptivity

The digital bill can adapt to the current circumstances of the account and show just what is relevant to that user. Instead of asking customers to do their own billing forensics investigation, we are surfacing the most-important information and allowing them to flow easily between relevant documents.

Dynamic presentation of real-time data

- As the customer situation changes, we show the latest info in the bill
- Suppress information when it's not relevant

Clear pathways forward

- Reduce the work involved in finding relevant documents
- Prioritization of CTAs and links
- Pruning extraneous links or info

The three screenshots illustrate how the bill adapts based on payment status:

- Screenshot 1 (Left): My Internet Bill (Feb 1 - Feb 28, 2020)**
Shows a large \$60.00 total charge, a "My Payment" section with a Chase Account ending 4432, and a "Past Due Balance" of \$69.00. It includes a link to view/print the statement as PDF.
- Screenshot 2 (Middle): My Internet Bill (Jan 1 - Jan 31, 2020)**
Shows a large \$69.00 total charge, indicating the statement is past due and includes a late fee. It includes a "Late Fee" of \$9.00 and a "View/Print Statement as PDF" link.
- Screenshot 3 (Right): Payment Confirmation (Feb 2, 2021)**
Shows a payment confirmation for payment # 23301914, dated Feb 2, 2021. It lists the payment method as "Internet" and "Jack's AMEX card" (xxxx xxxx xxxx 8172). It also includes a "Thanks for choosing us!" message.

Thoughtful backstops

While we attend to the big picture, we're also paying attention to the details of where a journey can go wrong and patching experience gaps when we find them.

Catching common mistakes before they happen

- Aligning flows to customer intention
- Addressing gaps in the existing flows
- Anticipating complex needs

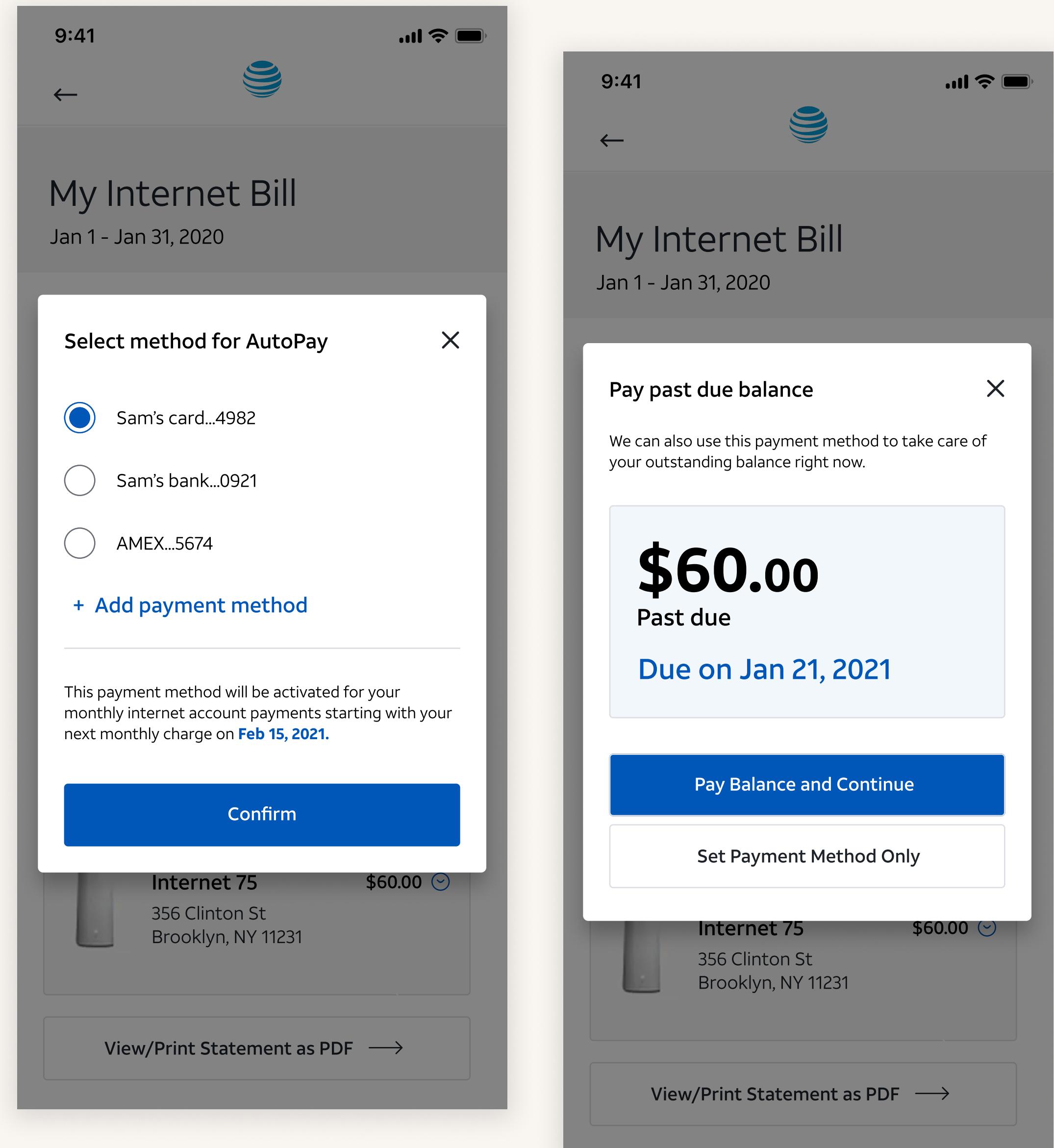
Streamlining journey

- Eliminating repetitive actions
- Consolidating multi-step processes in single flows

Accommodating multiple approaches

- Making edge case experiences as easy as the happy path
- Understanding larger context of user actions

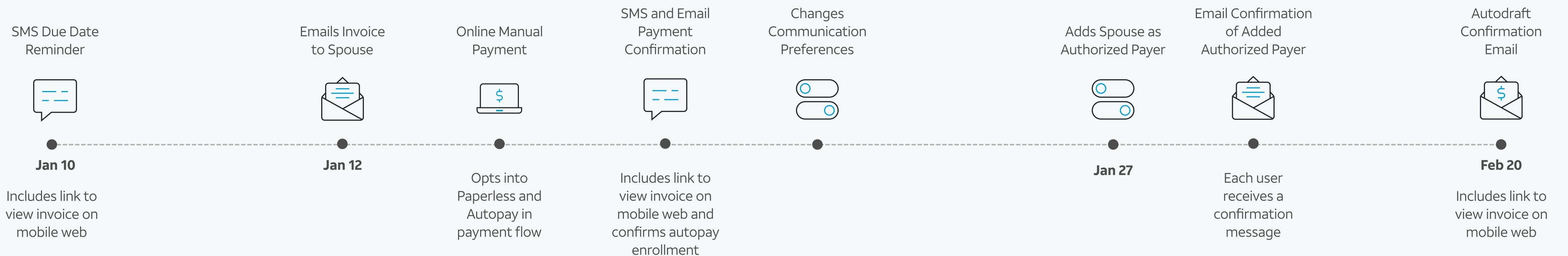
Prototype



CUSTOMER JOURNEY

Elena's Account Management

Manual to Paperless & Autopay



■ ■ ■ DESIGN TECHNOLOGY

©2021 AT&T Intellectual Property. All rights reserved. AT&T, Globe logo and DIRECTV are registered trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. A Publication of Design Technology | Designtechnology.web.att.com | AT&T Proprietary (Internal Use Only)



Reducing Friction

By emphasizing options that result in stable bills and predictable invoices, we can reduce the confusion and call-center volume that comes from anomalous customer choices.

Funnel users to the happy path

- Normalize payments that match amount due to reduce confusion and customer-generated volatility
- Highlight the ease and value of paying via AutoPay and offer one click, in-flow enrollment
- Over-deliver on our Paperless & AutoPay discount for new enrollees

Anticipate common deviations from the happy path

- Behaviors of late payers are taken into account
- A flow that is adaptable to multiple payers/payments

Provide for unique situations

- Payment arrangements, overpayments, delayed payments and alternative payment options are available, but not emphasized
- Backstops to catch unintentional deviations from the happy path (underpayments, scheduling past the due date, unusual overpayments, etc)



9:41 . . .



Make a payment

My Internet Due Feb 29, 2021 **\$127.00**

[View statement →](#)

Total balance **\$127.00**

Past due charges **\$67.00**

Custom amount

Save \$5 today and \$60 over the next 12 months by enrolling in Paperless Billing

Today's Payment **\$122.00**

PAYMENT METHOD

Visa ****1234 ▼

Use this payment method for AutoPay

A Holistic View

Billing and identity are the peanut butter and jelly of account management. A holistic view of the billing experience takes into account ways users are already sharing billing tasks and information and can grow to accommodate new ways of doing so.

Integrated understanding of customer expectations

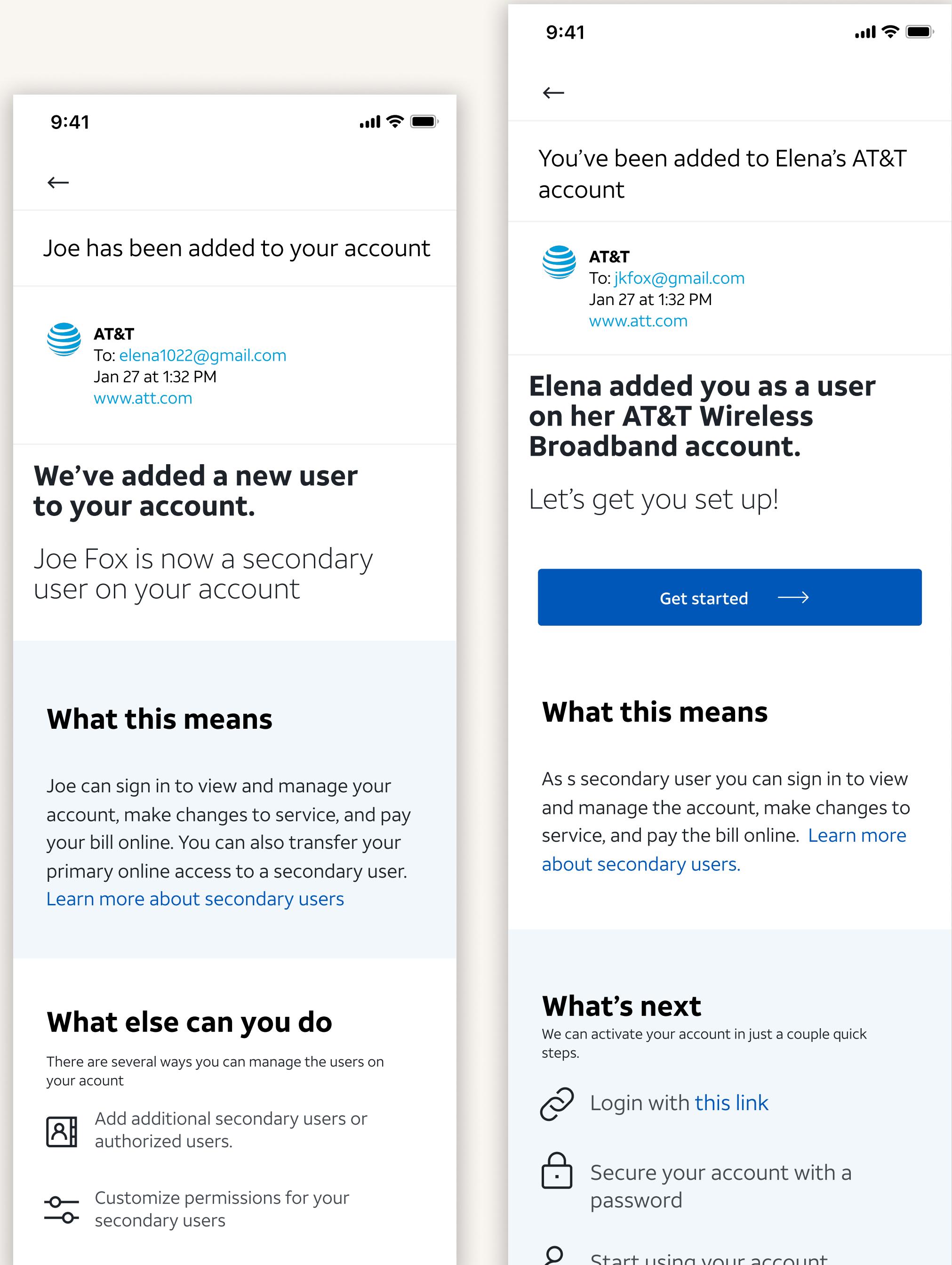
- Usability testing spanning identity and billing account management tasks tells us where users expect specific account management tools
- High level research into how users think about their account security informs identity work and billing work

Aligning our tools to existing user behaviors

- Customers have created their own work-arounds to get the billing experience that they need
- Understanding these ‘desire paths’ helps us build the right account management tools for billing

The account holder is not our only user

- Caring for the experience of secondary users improves the experience for all users
- Account holders have a strong desire for secure ways to engage secondary users



9:41

←

You've been added to Elena's AT&T account

AT&T
To: jkfox@gmail.com
Jan 27 at 1:32 PM
www.att.com

Elena added you as a user on her AT&T Wireless Broadband account.

Let's get you set up!

Get started →

We've added a new user to your account.

Joe has been added to your account

AT&T
To: elena1022@gmail.com
Jan 27 at 1:32 PM
www.att.com

What this means

Joe Fox is now a secondary user on your account

Joe can sign in to view and manage your account, make changes to service, and pay your bill online. You can also transfer your primary online access to a secondary user. [Learn more about secondary users](#)

What else can you do

There are several ways you can manage the users on your account

-  Add additional secondary users or authorized users.
-  Customize permissions for your secondary users

What's next

We can activate your account in just a couple quick steps.

-  Login with [this link](#)
-  Secure your account with a password
-  Start using your account



