

Case study



Pelephone

(Mobile Operator)



Background

Pelephone is the pioneer mobile operator in Israel, with a total of 3M subscribers from both the private and business sectors that used to receive monthly paper invoices by regular mail. The invoices were complex to design due to marketing content, and expensive to print in external printing house (total cost of 1\$ per invoice).

The Challenge

Moving from printed invoices to digitally signed invoices, to be sent directly to consenting customers' private emails. The project required gathering the customers email addresses and their web approval to move to e-invoicing.

The solution

Implementing the ComSignTrust Enterprise solution on Pelephone's central enterprise server enabling automatically signing and sending millions of invoices to subscribers within minutes. The solution included integration with Pelephone's internal billing and archive systems.

Results

- Hundreds of thousands subscribers registered to the digital invoices service within weeks and still register with daily growth rates
- Fast ROI
- Dramatic reduction of invoicing related resources
- Cost effective solution
- Leveraging digital bill as a marketing platform for promotion of additional Pelephone services and campaigns



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