

# SEFAS



## CASE STUDY: ENABLING SECURE, SCALABLE, AND FLEXIBLE CUSTOMER BILLING FOR BT

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**FOR MORE THAN TWENTY YEARS, SEFAS HAS BEEN A STRATEGIC PARTNER TO BT, ONE OF THE WORLD'S LARGEST UK-BASED TELECOMMUNICATIONS PROVIDERS. THIS RELATIONSHIP ENABLES BT TO DELIVER MILLIONS OF COMPLEX, DATA-RICH BILLS TO ITS CONSUMER CUSTOMERS, ALL WHILE MAINTAINING CONTROL AND FLEXIBILITY OVER ITS BILLING PROCESS.**



## THE CHALLENGE: COMPLEX BILLING AT SCALE

Producing bills for millions of customers is a significant operational challenge for any large telecom provider. Each bill must accurately reflect a customer's unique usage, charges, and offers, often incorporating multiple products, discounts, and regulatory disclosures. The complexity is heightened by the need to ensure:

- **Data accuracy:** Each bill must be generated from up to date, validated customer data.
- **Personalization:** Bills must be tailored to individual customer profiles, including language preferences, product bundles, and targeted messaging.
- **Regulatory compliance:** Telecom billing must comply with strict industry and data protection regulations, such as GDPR and accessibility guidelines.
- **Security:** Sensitive customer data must be handled with the highest standards of security throughout the production and delivery process.

At this scale, even minor errors can have major reputational and financial consequences. From the outset BT needed a trusted partner with proven expertise in managing complex billing communications, ensuring both operational excellence and data security.

## THE CHALLENGE: RE-ENGINEERING COMPLEX BILLING

Millions more customers have their data formatted with existing BT systems. Although highly reliable, the legacy systems that create these communications can often be based on older software, which can create problems if available IT resources do not have the experience to support them. Similar issues can occur if the outputs are from very modern systems, where BT would like to have full and very flexible control over what is put on the pages.

Re-engineering the data with Sefas technology places BT in a more flexible position as any business system output can be made ready for onward changes such as branding alterations and print / postal fulfilment markings. Re-engineering can also be used to enable urgent or emergency changes that do not fit into existing planned change cycles, such as mandatory compliance changes.

## THE SOLUTION: A TRUSTED PARTNERSHIP WITH SEFAS

SEFAS provides BT with bespoke templates that run on an advanced Customer Communication Management (CCM) platform designed for high-volume, data-driven document production. The solution includes:

**Template Management:** SEFAS works closely with BT to design and maintain a comprehensive library of billing templates. These templates accommodate the full range of BT's products, offers, and regulatory requirements, ensuring every bill is accurate and compliant.

**Collaboration and Support:** SEFAS provides ongoing consultancy and support, helping BT adapt templates to new products, regulatory changes, and customer communication strategies.

**Integration with BT's chosen SCO:** BT outsources the physical production and delivery of bills to its Strategic Communications Outsourcer (SCO), who use the full suite of products within Harmonie Communication Suite (HCS), Sefas's proprietary CCM platform. HCS ensures that the SCO has full control over BT's templates and data for generation of communications, enabling seamless, secure, and efficient bill production and distribution.



## WHY DATA-RICH BILLS ARE COMPLEX TO PRODUCE

Telecom bills must convey large volumes of personalized data, such as:

- Itemized call, text, and data usage
- Multiple service lines or bundled products
- Dynamic pricing, discounts, and promotions
- Regulatory and legal information

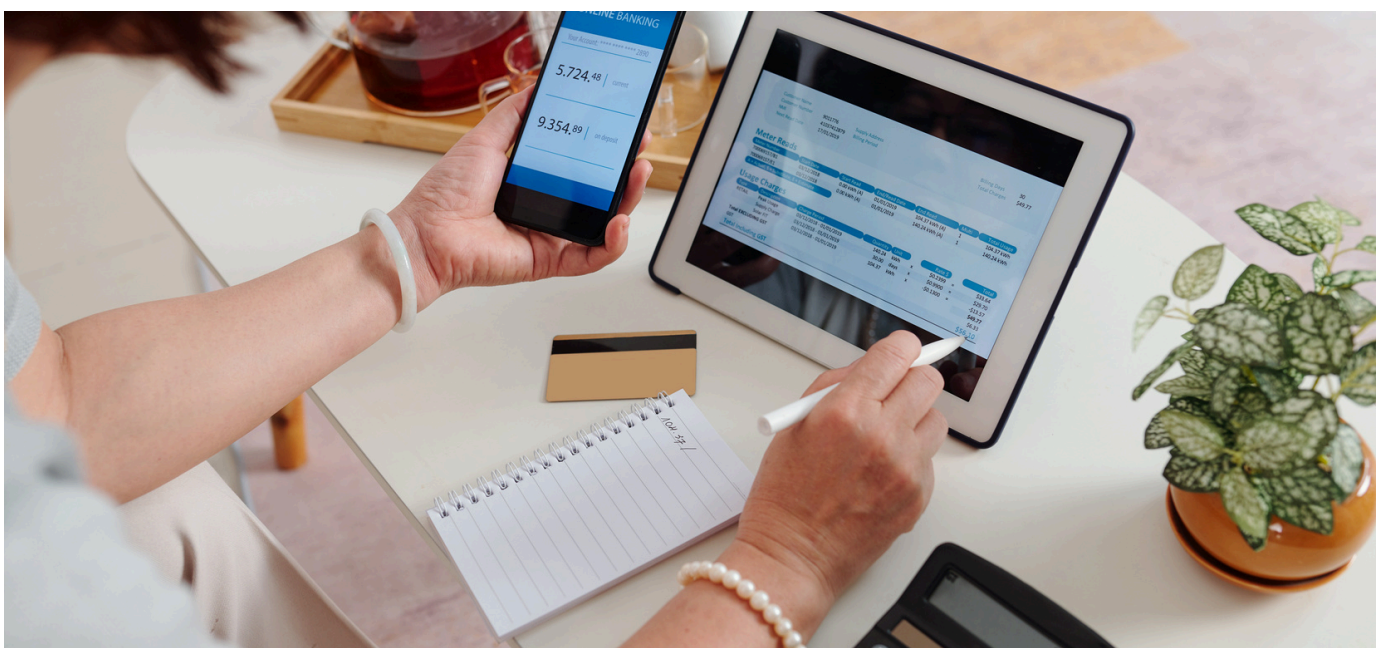
Each bill is generated by merging customer data with the correct template, ensuring every detail is accurate and confidential. This requires:

**Advanced data processing:** Handling millions of records with speed and precision.

**Template logic:** Applying complex business rules to determine which data and messages appear on each bill.

**Stringent security controls:** Protecting customer information at every stage, from data ingestion to production and delivery.

Re-engineered files can also be made more flexible, meaning that similar branding and fulfilment can be applied to dissimilar input types – particularly useful when a single data-rich bill is being composed from multiple business systems managing many different aspects of customer data.



## THE IMPORTANCE OF A TRUSTED RELATIONSHIP

For BT, entrusting such a critical process to SEFAS is not just about technology. It's about a partnership to ensure customers are served in the best possible way. Over more than twenty years, SEFAS has demonstrated:

**Reliability:** Consistently delivering high-quality, accurate bills on time.

**Responsiveness:** Quickly adapting to changes in BT's business and regulatory environment.

**Security:** Maintaining rigorous data protection standards, giving BT and its customers confidence in the integrity of their information.

*"Our partnership with SEFAS has been instrumental in maintaining the high standards our customers expect. Their expertise and reliability mean we can focus on innovation, knowing our billing communications are in safe hands."*

**- Claire Farage, Transformation Manager (Corporate Units), BT**



## RETAINING OWNERSHIP AND FLEXIBILITY

A key benefit of SEFAS's approach is that BT retains ownership of its billing and customer communication process. By maintaining ownership and control over the templates and data flows, BT ensures it has a genuine partnership with its Strategic Communications Outsourcer (SCO). If business needs change, BT can explore all available outsourcing options with minimal disruption, as the widely used HCS CCM platform remains the central point of control.

BT's relationship with Sefas means the telco also owns the intellectual property associated with its billing templates, so can avoid potential support complications if production needs to be moved. This flexibility is crucial in a fast-moving industry, allowing BT to:

- Respond quickly to market and regulatory changes.
- Achieve mutually beneficial terms with service partners.
- Ensure continuity and consistency in customer communications.

As BT's chosen SCO own Sefas software to manage production of these bills, Sefas and the SCO work in close partnership to ensure BT's billing production is secure, responsive and reliable. This three-cornered approach means BT have access to industry leading technology and expertise throughout this critical revenue process.

*"We pride ourselves on building partnerships that last. With BT, our shared commitment to security, quality, and adaptability has enabled both organizations to thrive in a rapidly evolving market."*

**- Dave Chilman, COO, Sefas UK**



## BENEFITS FOR SIMILAR COMPANIES

Other large enterprises can draw valuable lessons from the BT and SEFAS partnership:

- Long-term relationships foster deep understanding and trust, enabling more effective collaboration and innovation.
- Retaining ownership of core communication processes ensures flexibility and mitigates vendor lock-in risks.
- A proven CCM service partner brings expertise, security, and operational resilience to complex, high-volume communications.

## CONCLUSION

The partnership between BT and SEFAS stands as a model for how large organizations can manage complex, sensitive customer communications at scale. By combining advanced technology with a trusted, long-term relationship, BT has achieved secure, reliable, and flexible billing operations, delivering value to both the business and its customers.



## ABOUT SEFAS

Sefas, a Messagepoint company, helps organisations produce personalised, omni-channel customer communications that enhance customer experiences. From document composition to production management and digital delivery, SEFAS solutions enable organisations manage customer communications across print and digital channels. Visit us at [www.sefas.com](http://www.sefas.com) to learn more.

Messagepoint is a leading provider of customer communications management software. Only Messagepoint harnesses AI-powered Content Intelligence to automate and simplify the process of migrating, optimizing, authoring and managing complex customer communications for non-technical (business) users. Customers rely on its award-winning platform to consistently deliver exceptional, highly personalized customer communications across all platforms and channels. For more information, visit [www.messagepoint.com](http://www.messagepoint.com).