

**GenOmega**

*Achieving the Genesis and Omega*



***Integrating Customer Interactions  
into your  
Billing Strategy 2.0***

***GenOmega Digital White Paper***

**Prepared by**

Dave Guertin  
GenOmega Partners

**Date**

27 March 2001



***Table of Contents***

Executive Summary ..... 3  
Completing Successful Back-end Integration ..... 4  
Making your legacy systems work in a call center strategy ..... 5  
Key criteria for selecting call center agent tools ..... 6  
Internet bill presentation, considerations and tools ..... 7  
Opening the access channels (migration to CIC's) ..... 8  
Automating the call center using advanced tools ..... 9  
Using analysis of customer spending and history ..... 10