



INLAND CELLULAR

Inland Cellular Streamlines Operations & Empowers Customers With A Modern Digital Experience

✓ Introduction

Since 1989, Inland Cellular has been dedicated to delivering a customer-centric wireless experience to rural communities across North Central Idaho and Eastern Washington. As an essential service provider, they continually seek innovative solutions to enhance the subscriber experience at every touchpoint. A significant initiative in their mission was the recent introduction of a modern, user-friendly platform that would allow customers to easily access and manage their

account information and utilize various self-care options, including advanced digital wallet capabilities and automatic payment features.

To achieve these goals, Inland turned to its trusted partner, IDI Billing Solutions, to transform its subscriber experience through the adoption of IDI's advanced Customer Portal and the seamless integration with Paymentus, IDI's partner and preferred payment processor.

✓ The Challenge:



Inland faced a significant challenge: streamlining operations and enhancing the digital experience to meet modern customer expectations. The company's existing system offered limited payment methods and account self-care options, which often required customers to contact support for basic transactions. This not only restricted the customer experience but also increased the workload for their support team.

To fulfill its mission of delivering a best-in-class experience within a unified platform, Inland needed a comprehensive solution that empowered customers with self-service capabilities while also offering modern payment options. The solution had to be flexible and easy to use, enabling customers to manage their accounts independently and reducing operational complexity for the organization.

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The Solution:



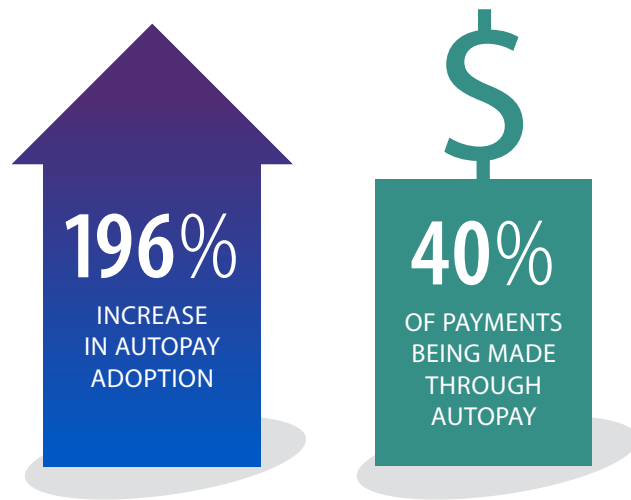
In response to these challenges, Inland Cellular implemented IDI Billing Solutions' Customer Portal, an innovative platform designed to streamline customer account management and enhance the overall subscriber experience. With IDI's Customer Portal, Inland provides customers with a comprehensive, self-service web environment where they can easily navigate their accounts, manage financial transactions, and access real-time account information — all in one place.

The portal's modern user interface and intuitive design ensure that subscribers can manage their accounts independently, reducing the need for customer support and empowering users with the tools they need to take control of their service experience.

To further enhance the payment experience, Inland integrated Paymentus, IDI's preferred payment processor, into the Customer Portal. This integration expanded the available payment options, allowing customers to manage their payment methods directly through the portal. With Paymentus, Inland's subscribers can choose from a variety of modern payment methods, including Venmo, PayPal, ApplePay, and Walmart Bill Pay. The system also supports online AutoPay and interactive voice response (IVR), providing a user-friendly digital interface that aligns with the company's commitment to delivering a superior customer experience.

The Results:

The adoption of IDI's advanced Customer Portal and integration with Paymentus has delivered substantial benefits to both Inland Cellular and its customers. The comprehensive, streamlined platform has not only simplified the payment process but also enhanced the overall customer experience by providing a centralized hub for account management. With IDI's Customer Portal, customers can easily manage their accounts, track their usage, view billing information, and handle financial transactions — all in one intuitive interface. This empowerment has led to increased customer satisfaction and reduced the need for support intervention.



The introduction of Paymentus within the Customer Portal has expanded payment options, offering customers a variety of modern payment methods tailored to their preferences. As a result, Inland Cellular has seen a 196% increase in AutoPay adoption, with 40% of all payments now being made through this convenient option — making it the most used payment channel for subscribers.

Beyond the enhanced payment offerings, Inland has achieved significant operational improvements. Prior to this transformation, the company relied on three separate vendors to handle billing, payments, and customer information needs. By consolidating these functions onto IDI's comprehensive platform, Inland has achieved notable cost savings and operational efficiency across the organization. Automated features like email generation and AutoPay have reduced the volume of customer inquiries and support calls, freeing up valuable time for employees. Additionally, the self-service capabilities of the Customer Portal have empowered customers to resolve issues independently, further easing the burden on the Inland support team.

"Our entire organization is crafted around delivering a superior customer experience in all that we do. Through these integrations, we're living up to that mission through streamlined account management and a simplified payment experience that meets our customers' specific preferences — no matter what they are. We're extremely proud of this achievement."

Josh Eckert, Director of Business Development at Inland Cellular.

Inland Cellular's partnership with IDI has empowered the company to fulfill its mission of delivering a best-in-class subscriber experience, setting a new standard for customer satisfaction and operational efficiency in the wireless industry.



Ready To Build A Better Experience? Talk To IDI Today.

Through innovative technology, people, partners, and systems, IDI is committed to providing a highly secure, world-class, cloud-based B/OSS platform that delivers the freedom and flexibility to streamline operational efficiency, monetize services, automate operations, and seamlessly scale as your business demands.

Discover how we can help revolutionize your telecom operations. Contact us for a consultation at idibilling.com/demo or call **800.208.6151** — and start your journey towards seamless integration and automation today.