



Bridging the Gap Between
Vision and Implementation™

CASE STUDY

ATX Saves Money and Man Hours... SSG Bridges the Gap in ATX Billing System with Oracle Custom Application



ORACLE PARTNER

*“This may be the
quickest ROI project
we’ve ever had. We’ve
already collected over
\$100K in a matter of
a few weeks.”*

Mike Briskey,

Chief Financial Officer
ATX Group, Inc.

Client Profile

ATX Group is the world’s largest independent provider of telematics services to the automotive industry. Using satellite positioning technology, telematics services delivered to vehicles enhance safety, security and the overall driving experience. Examples include turn-by-turn navigation, automatic collision response and stolen vehicle recovery. ATX also provides custom services to help automobile manufacturers and their dealerships use telematics data to reduce costs, enhance vehicle servicing, and manage customer relationships. ATX services are provided directly to consumers through the brand names of its clients: Mercedes-Benz, BMW, PSA Peugeot Citroën, Maybach and Rolls-Royce Motor Cars.

Client Need

Like many companies, ATX bills most consumers only once per year. Annual billing cycles make it likely that customer information may have changed. Consequently, ATX was spending resources to ensure updated information. The marketing department would contact customers to remind them that expiration was imminent and gather any updated information. The process was time-consuming and expensive, and ATX ran the risk of having customers cancel service as long as they were on the phone, also referred to as “churn.”

SSG Solution

ATX reached out to SSG for help because SSG has expertise in Oracle Billing and Revenue Management.

SSG designed an application that bridged the gap between the billing system and the Paymentech credit card clearinghouse. The application automatically updates credit card numbers and expiration dates for billing, thus eliminating the chance of churn as well as avoiding the costly manual process of contacting the customers directly.

Benefits

The SSG solution has allowed ATX to automatically collect \$1,242,150 in the first five months from customers who either would never have been collected upon due to the expired cards, or collected only after significant man hours and effort.

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