



*Case Study*

# LEADING UTILITY COMPANY ENHANCES MARKETING STRATEGY FOR UNPAID USERS

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## Company

North American Utility Provider

## Industry

Utilities

## IgniteTech Product

BryterCX

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Discontinuing service to a customer who fails to fulfill their obligations to pay their utility bill is a difficult decision for any company to make. For a company providing a basic commodity its customers rely on, this is particularly difficult. The utility industry provides an invaluable product for its customers, and companies go to great lengths to make sure that their customers aren't left out in the cold. At the same time, customers have an obligation to pay their bills on time. Utilities across the globe face collection issues each and every day.

One leading North American utility provider took action. They created an innovative marketing campaign that targeted customers with a history of creating payment arrangements to delay paying their bill in full. The marketing team applied a dual strategy: an outbound telephone campaign and an email campaign. IgniteTech's BryterCX platform provided journey data to map and categorize each campaign's impact.

Delinquent customers were identified as those using payment arrangements in consecutive months without having the ability to pay their bill in full. The platform's historic data contained a view of these customers' interactions across different channels with the company. The Utility visualized the customer's journeys throughout the multiple contact channels by focusing on customers receiving the campaign for various durations following the campaign event.





## CROSS CHANNEL BEHAVIOR: THE KEY INSIGHTS

BryterCX's technology allowed the company to pinpoint exactly how customers behave after receipt of the email or outbound call.

In addition to determining the success of each campaign, the marketing team was also better able to understand how customers prefer to interact moving forward.

Analysts were able to compare customer journeys before the campaign to behavior after the campaign, giving insight into the success rate of changing behavior.

The Utility's goal was to motivate customers to pay their bills through low-cost channels, such as the website. They also wanted to make sure the campaign was not only effective in generating revenue but also in creating improvement in the customers' experience.

The results of the champion/challenger email campaign gave the Utility the necessary data insights to prove that a proactive outreach will in turn drive customers to pay their bill or interact with customer service.

The telephone campaign, on the other hand, showed little success. Analysts saw 0% uptake in on-time bill pay for the 7,500 customers who received a telephone call. The email campaign saw a 28% success rate, with 18% of customers paying their bill immediately while another 10% of customers set up an additional payment arrangement.

Journey data from IgniteTech's BryterCX solution enabled the client to gauge the effectiveness of the marketing campaigns, as well as uncover additional insights into customer behavior.

## Goals



Find an efficient, powerful, and on-going way to understand customers' self-service journeys.



Increase customer satisfaction and delight across all deposit requests.



Improve voice self-service automation rates.

## CUSTOMER EXPERIENCE THROUGH JOURNEY ANALYTICS

In addition to gauging the effectiveness of the marketing campaigns, Journey data from the BryterCX solution enabled the client to gauge the effectiveness of the marketing campaigns, as well as uncover additional insights into customer behavior. Despite the email campaign pushing customers towards digital payment channels, customers actually responded through phone channels.

Customers receiving the email campaign reached out to the IVR channel (73%) or engaged with an agent (27%) to set up their payment arrangement. Understanding preferred channels of contact can help analysts determine the appropriate service required, and if possible expand self-service capability to preferred channels.

IgniteTech's BryterCX provided continuous monitoring and tracking of the customers selected for the test and learn campaign across several interaction channels. In light of the success of the outbound emails, the Utility rolled out a universal implementation for at-risk customers, resulting in an estimated \$1.9M in savings.

The Utility also gained valuable insights into the most successful communications strategy for at-risk customers. They have continued to improve upon the initial campaign and have directed customers to self-service channels for those who wish to set up a payment arrangement. The Utility continues its partnership with IgniteTech to use the platform's valuable journey data that leads to reduced operational cost, and helps design more effective solutions for their customers.

## RESULTS



Increased customer engagement with the business.



Created an estimated \$1.9M in savings.

## LEARN MORE

To learn more about how effective journey management can take your customer experience to the next level, visit [ignitetech.com/brytercx](https://ignitetech.com/brytercx).

