

The Challenge

Customer service advocates at a metro-DC Gas and Light utility worked with a slow and unwieldy user interface when inputting address changes or signing up customers on the phone. Customers sometimes faced their own challenges, often failing to locate needed and actionable information on the company's online website and communication channels, leading to increased call center volumes. The provider turned to Tilli to improve the customer service communication experience through emails, SMS, Push-notifications, web, IVR and mobile channels while also reducing pressure on the customer service team and lowering costs. It wanted to fully exploit Tilli's digital communication platforms for the benefit of its 1.2 million customers.

Our Approach

Our UtiliCX teams installed an advanced technology platform to provide customers with a consistent communication experience across web, mobile, SMS, emails, push notifications, IVR outbound channels. We improved the provider's existing customer communication experience to make it easier and secure for customers to complete actionable simple tasks, such as paperless enrollments, one-click bill payments, installment plan enrollments, digitally signed attestations for Covid Relief Fund, payment tokenization, digital signature and payment collection for customer commitment letters. For customer service advocates, we created a solution to empower them to plan, design and execute actionable and personalized campaigns that resulted in effective and measurable impacts as highlighted below. These campaigns were fully integrated with SAP backend Hana systems in real-time allowing for a single source of truth, while allowing customers to easily express and maintain their communication preferences.

Digital Tools to Enhance the Service for a Metro-DC Gas and Light Utility



200% INCREASE IN DIGITAL PAYMENTS ADOPTION

4,500,000 NUDGES HANDLED PER MONTH

Howard County, one of the fastest growing counties in the country since 2017, determined the most successful path to engage with their constituents and customers was to provide a fully customizable and agile platform that worked dynamically with their needs to constantly engage and change customer behavior towards digital adoption.

120,000 E-BILL CONVERSION RATE OF 18% OVER 8 MONTHS VIA DEDICATED CAMPAIGNS

UtiliCX allowed customer service representatives to focus on more back office tasks rather than on the phone answering customer calls.

\$150.2M TOTAL TRANSACTION AMOUNT CANNIBALIZED VIA UTILICX IN 2 YEARS

Customers embraced online engagement using the rich experience and interactions resulting in increased digital adoption.

\$542,371 ANNUAL TRANSACTION COST SAVINGS

Estimated annual savings in payments cost.