

# Business Solutions for Utilities

Every connection is a new opportunity™



# Increase Revenues from Existing Customers

**Increase profitability by optimising customer relationships, high-performance networks, and effective asset and infrastructure management.**

Across the industry, utilities companies face similar challenges:

- Growing revenue in an increasingly competitive market
- Prevent churn and acquire new customers
- Capitalising on opportunities presented by smart metering
- Planning, managing and upgrading ageing physical networks
- Remaining profitable and meeting regulatory obligations

Pitney Bowes Business Insight's solutions and services help utilities to develop profitable lifetime customer relationships, drive improved operational efficiency and achieve greater profitability.

This brochure provides an overview of how PBBI solutions can help utilities to improve performance in two key functional areas:

## **Customer Relationship Optimisation**

- Improve customer on-boarding and drive consumer loyalty
- Increase revenues from existing customers
- Reduce customer management costs
- Make optimum use of customer and smart meter data

## **Improving Network Performance and Efficiency**

- Optimise network planning
- Improve asset and infrastructure maintenance

# Enabling Lifetime Customer Relationships

Market deregulation and the advent of internet-based pricing comparison engines have made customer focus a key priority for utilities. But in an industry where customers are highly price-sensitive and customer contact can be infrequent at best, developing lifelong, profitable relationships can be a major challenge.

Pitney Bowes Business Insight is helping utilities around the globe to improve customer loyalty, increase spend per customer and acquire new business, whilst reducing the cost of managing customer relationships.

## Improve Customer On-boarding and Drive Consumer Loyalty

As rising prices drive more customers to comparison websites, utilities need new ways to attract new business, improve customer on-boarding and reduce churn. Taking cues from retail and financial services providers utility organisations are discovering that personalised offers combined with proactive customer service can overcome pricing considerations and drive increased loyalty.

*“Displaying exact billing on screen has made a difference to our high customer service satisfaction scores.”*

- **Carl Davison, Senior IT Professional,**  
**Yorkshire Water**



PBBI's solutions for customer interaction optimisation and customer communications management enable you to:

- Increase customer loyalty by creating relevant, personalised, immersive experiences
- Improve acquisition ratios and timelines with seamless, customer-centric, on-boarding capabilities
- Ensure consistent experience and dialogue across all customer touch-points
- Identify serial switchers and end-of-tariff customers and target them with relevant offers
- Enable real-time exchanges with customers across multiple channels of communication
- Deliver timely information via appropriate channels, e.g. appliance repair notifications, service interruptions
- Automate document, billing and communication generation for quicker responses

## Yorkshire Water Boosts Customer Service for Optimum SIM Ranking

**The Challenge:** Respond more accurately to customer billing enquiries and improve first-time resolution of calls.

### **The Story:**

Yorkshire Water who is owned by Kelda, one of the world's ten largest providers of water and sewage services, wanted to more accurately respond to and resolve customer billing enquiries at the first point of contact with the company.

### **The Benefits:**

Customer communication management solutions from Pitney Bowes Business Insight enable call centre agents to instantly view an exact replica of bills, which has contributed towards the company's 98 percent first-time resolution rate on 1.2 million calls annually. Yorkshire Water is consistently in the top two performing water and sewerage companies in Ofwat's SIM qualitative measure on customer satisfaction.



## Increase Revenues from Existing Customers

In times of economic uncertainty, persuading customers to commit to you long-term becomes even more of a challenge. But the ability to target the right end-of-tariff offer to the right customer at the right time can dramatically improve the take-up of new long-term pricing plans as well as combined up-sell and cross-sell offers, especially if the customer can clearly see how the offer benefits them.

PBBI's solutions integrate with market-leading systems from SAP, Oracle and others to:

- Identify relevant target customers using micro-segmentation techniques
- Create highly targeted transpromotional messages for improved up-sell and cross-sell
- Push the right offers to the right customers at the right time via the right channels
- Ensure agents take the best next action in every customer interaction, based on sophisticated customer analytics
- Drive take-up of dual-fuel/multi-year offers with visualisations of actual and estimated usage
- Enable competitive differentiation through customer service by providing a 360° view
- Create deeper, more immersive customer experiences that lead to greater customer loyalty

## Water Utilities: Meeting the SIM Challenge

For water utilities, the Service Incentive Mechanism (SIM) introduced in 2010 provides financial and reputational incentives for companies that improve customer service and satisfaction.

Water companies are publicly measured and assessed on the number of complaints they receive, and their ability to resolve those complaints early and effectively. The overall goal is to ensure that customer queries are handled right first time and that customer satisfaction increases as a result.

PBBI solutions help water utilities to get it right first time while reducing the cost of providing customer service. We do this by helping utilities to become more efficient and customer-centric through the use of four key technologies:

- **Location Intelligence:** We enable utilities to geocode enterprise data and link customer enquiries to relevant infrastructure assets. Adding this location dimension enables faults to be pinpointed and asset-related enquiries to be resolved quickly.
- **Data Quality:** We provide the utility with the capability to collate, de-duplicate and cleanse data from different internal and external sources to ensure that agents are always working with a single source of accurate data.
- **Customer Analytics:** We enable predictive analysis of customer data to establish the best next action for agents to take during each and every customer interaction, ensuring that customers receive the informed, personalised service they expect from their supplier.
- **Customer Communication:** We connect every customer communication into an ongoing dialogue. The resulting 360° view of each customer's contact history ensures that complaints are handled in context and that customers are treated consistently and appropriately.

Companies that score highly in the SIM will not only enjoy financial advantages but will also be considered industry leaders capable of meeting and exceeding their customers' expectations.

## The Smart Meter Opportunity

As smart meters become more widespread, the volume of customer data they provide will be a goldmine of useful information.

When combined with existing customer information, smart meter data can be used to deliver innovative and highly personalised offers and services that customers expect.

Understanding the precise location of each meter, for example, can enable utilities companies to proactively alert customers to any outages in the surrounding area. Real-time usage data gathered from smart meters, meanwhile, can be turned into individualised energy-saving tips and suggestions that can be delivered alongside billing information.

Smart meters have the power to revolutionise the relationship between utilities and their customers. Used to its full potential, the data from smart meters can transform suppliers from providers of water and energy into trusted and valued advisors on everything from energy efficiency and home safety to lifestyle improvements and budget optimisation.

The key to success will be having the right tools in place to gather, analyse and act intelligently upon the vast amounts of data gathered from smart meters.

Pitney Bowes solutions for smart metering enable you to:

- Plan smart meter rollouts based on detailed geographical and market data
- Capture smart meter data and combine it with data from other systems and third parties
- Validate, clean, standardise and centralise data ready for intelligent use
- Link smart meter data with systems for CRM, financial reporting and compliance
- Segment markets, brands and customers based on detailed usage data
- Deliver personalised information and offers to the right customer at the right time
- Ensure agents take the 'best next action' at every stage of a customer interaction
- Respond accurately to customer queries about consumption, billing or eligibility for services

## Reduce customer management costs

Moving customers away from costly paper based billing and some of the more routine telephone-based interactions to intelligent e-billing and Web self-service can have a significant positive impact on the bottom line. At the same time, customers appreciate the convenience of being able to interact with their supplier anytime, from anywhere and from any device.

PBBI's solutions for Billing and Customer Self-Service enable you to:

- Transition customers successfully from phone to Web self-service
- Combine Web, mobile, SMS and IVR into a single, cost effective communications platform
- Enable customers to clearly visualise their usage and view relevant up-sell and cross-sell offers
- Eliminate print, mail and remittance processing costs
- Improve DSO and reduce debt-chasing costs by offering e-billing and e-payment options, proven to result in faster payment

- Decrease call centre costs by offering online self-service for frequently asked questions
- Turn bills into valuable sources of information for customers, with breakdowns, drilldowns, sorting, filtering, history, download options, print-ready views, and in-bill help facilities



# Operations Management

## Optimise Network Planning

Upgrading an ageing network infrastructure requires major capital investment, meticulous planning and tight financial control. Deep topographical insight into existing network assets and locations is essential, in order to make the best decisions about what, where, when and how to upgrade.

PBBI can help you to make the right planning decisions by making the most effective use of the data at your disposal. Our solutions combine your own enterprise data with data from third-party sources to provide unprecedented levels of insight into network asset locations and customer demographics.

PBBI's solutions for location intelligence and data quality enable you to:

- Plan infrastructure upgrades and rollouts based on detailed geographical and market data
- Easily share infrastructure, asset and map-based data with everyone who needs it
- Ensure engineers have the right information to carry out their work quickly and efficiently
- Anticipate and ensure sufficient capacity for high-intensity areas and one-off events
- Understand full asset costs - including individual subassembly costs

# Improve Infrastructure Maintenance

All utilities must ensure that assets and equipment are well maintained, for safety, compliance and financial reasons. Strict health and safety requirements combined with the high penalties associated with asset failure have placed proactive maintenance high on the agenda.

PBBI's solutions enable you to manage the complete lifecycle of all assets strategic to your business. We can help you to increase productivity, performance and service levels while reducing costs. Across the globe, our solutions are helping utilities companies to maximise shareholder value, meet stringent safety and regulatory requirements, and satisfy customer demand for high reliability.

PBBI solutions for asset and infrastructure maintenance enable you to:

- Implement proactive maintenance practices across all asset types
- Ensure engineers have the right information to carry out their work quickly and efficiently
- Locate faults and customer locations on an interactive map
- View details of the underlying infrastructure where faults have occurred
- Track and plot the shortest route to the fault site or customer location
- Track and monitor work costs by location
- Improve asset-related decision making

## Northern Ireland Water Improves Upgrade Planning with Better Data Access

**The Challenge:** Upgrade the utility's existing Network Infrastructure Management System (NIMS) to reduce inefficiencies and support regulatory compliance.

### The Story:

In 2001, Northern Ireland Water replaced traditional paper-mapping with an electronic network management system. Although a great improvement at the time, internal reviews in 2008 found that the system's limited support for disparate, concurrent users was compromising efficiency. NI Water responded by implementing their AssetMapper® to help create an enhanced NIMS, capable of sharing access and data across the enterprise.

### The Benefits:

Northern Ireland Water now has a 'single source of truth' for all its infrastructure assets, accessible through any of its Intranet-enabled PCs. The AssetMapper-based system has allowed for enhanced data quality and business process efficiency, delivering cost benefits while upholding NI Water's commitment to the accuracy of its asset records.

# Pitney Bowes Business Insight: Solutions for Utilities

PBBI's comprehensive portfolio of solutions addresses a wide range of challenges in the utilities sector, from enabling profitable, lifetime customer relationships to improving network performance and reliability.

**Data Management Solutions:** PBBI helps bring data together from different data sources (both internal and external) to improve data quality and we can also append the data by adding new criteria to each customer record.

**Location Intelligence Solutions:** PBBI geocodes data to bring additional insights by identifying and highlighting the importance and influence of location to that data set. We enrich the customer data with other spatial attributes such as risk data (fire, crime, flood, lifestyle data, property, traffic) as well as provide context which gives information specific to that customer at the actual point of interaction.

**Customer Analytics Solutions:** PBBI provides predictive analysis of customer data to help identify the propensity of customers to respond to various communications and offers and identifies only those customers who will be positively influenced.

**Marketing Management Solutions:** PBBI enables appropriate decision making based on the application of eligibility rules, business rules, customer insights and resource constraints, to ensure that the needs and expectations of each and every customer interaction are met, while delivering organisational efficiencies.

**Customer Communications Solutions:** PBBI provides complete personalisation and customisation of communication solutions through all available channels. This includes the creation, production, distribution and archiving of the communication.

**Asset and Infrastructure Management Solutions:** PBBI solutions enable you to improve and manage the complete life cycle of all assets strategic to your business whilst helping to assist against asset failure and maintain strict health and safety regulations. The solutions also track and monitor work costs by location, and help increase productivity, performance and service levels while reducing costs and improve asset-related decision-making.

For more information on Pitney Bowes Business Insight for Utilities, visit [www.pbinsight.co.uk](http://www.pbinsight.co.uk)



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