


FROM METER READING TO PAYMENT

a personalized billing experience for E.ON customers


OVERVIEW

For energy suppliers touchpoints with customers are rather rare and not necessarily positive. In order to make customers’ lives easier, E.ON has designed a customer centric billing process.


TYPICAL BILL RELATED PROBLEMS

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CONFUSION

Customers did not receive an easy to understand explanation for the price they would be charged on their bill leading to increased service calls.
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SURCHARGES

Frequently customers had to pay substantial, yet unexpected additional payments in their annual bill.
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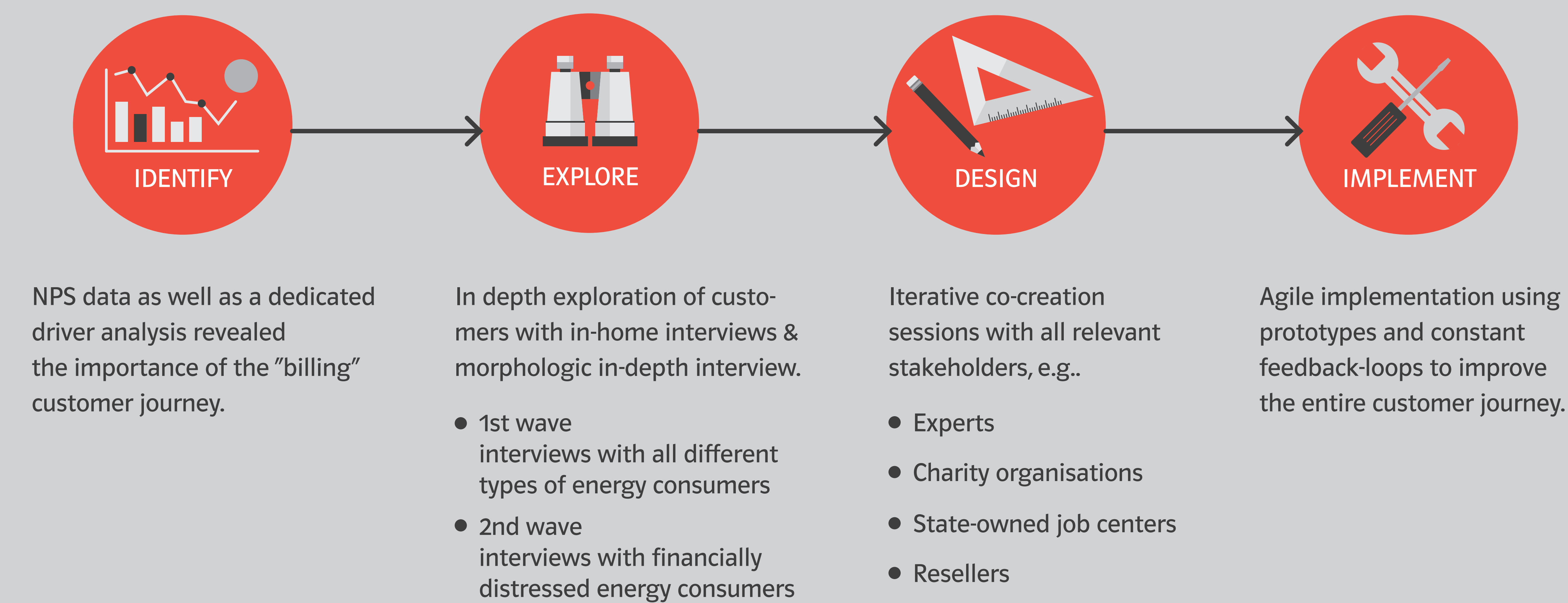
LACK OF PAYMENT SUPPORT

Customers in financial distress received very little support in managing their bill payments.




PROCESS

THE PROJECT FOLLOWED THE E.ON DESIGN METHODOLOGY




BENEFITS

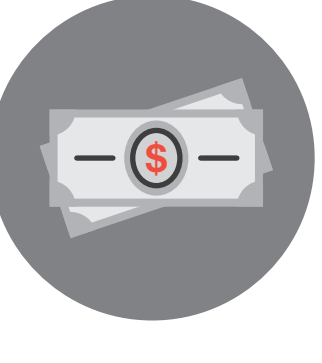
BENEFITS FOR CUSTOMERS

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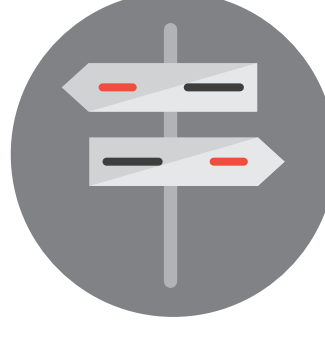
E.ON SMARTCHECK

is an early warning system, making it easier for customers to check whether their consumption is in balance with their advance payments.
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THE NEW, INTELLIGENT BILL LAYOUT

simplifies understanding the bill’s contents at one glance for customers as they receive customized, context-dependent contents, e.g. personalized energy tips in case of high consumption.
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CASH PAYMENTS

are a new, user-friendly way for customers of settling one’s bill in an uncomplicated way at more than 6.000 retailers in Germany. Customers benefit from avoiding barring by immediate payment effectiveness.
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HELPING SERVICES

such as financial consultation in cooperation with charity organizations aid ain managing their bill payments.

BENEFITS FOR E.ON

- MILESTONE ON THE WAY TO CUSTOMER CENTRICITY EXCELLENCE

underlining E.ON’s efforts to improve people’s lives as the trusted partner for all energy-related topics.


- A CULTURE VALUING CUSTOMER CENTRICITY

supported by colleagues taking pride in contributing to a company going beyond its mere purpose of providing energy for a profit.


- IMPROVED PERFORMANCE METRICS

along with rising customer satisfaction and loyalty. In the long run, this will lead to increased revenues while at the same time operating costs decrease due to a drop in service calls.



EFFECTS

OVERALL EFFECTS

Several KPI demonstrate the positive effect of the improved touchpoint on the overall customer journey:

- a higher customer satisfaction with the new bill
- a significant reduction of bill related inbound calls
- a significant reduction in complaints

CASH PAYMENT

The help-services for customers with payment difficulties found appreciated acceptance from the beginning:

>500

cash payments in the first four weeks of the service at partnering retail stores

BILL LAYOUT

