BlastPoint

PAPER BILLING COSTS, ELIMINATED.

How a large natural gas utility used BlastPoint's predictive personas to increase paperless billing enrollment, generating over **three times** its ROI in under one quarter.

Overview

Using BlastPoint's real-time, predictive analytics platform, a large, East Coast natural gas company identified and engaged the customers who were most likely to adopt electronic billing, saving millions of dollars.

COMPANY PROFILE

East Coast natural gas co. with 700K customers across three states

Competes with other gas & alternative heat providers in the region

Spends 60 cents per customer on paper & postage for each mailing

PRIMARY GOALS

✓ **Reduce spending on postage**

✓ **Reach environmental targets**

✓ **Convert as many customers as possible from paper bills to paperless billing**

Figuring out which customers would actually convert to paperless billing was like looking for a needle in a haystack.

Advertising paperless billing perks to all 700K customers would have been expensive and time-consuming. The utility's Sales and Customer Service teams were already stretched thin.

They needed a time-saving, accurate and effective solution to reach the right customers who were sure to convert.

PREDICTIVE CUSTOMER PERSONAS FOR PRECISION TARGETED MARKETING.

- *BlastPoint's predictive analytics software implemented in fewer than three months*
- *Accessible to all departments, as often as needed.*
- *BlastPoint amplified and expanded the utility's internal customer data with factors from outside data sources*
- *Calculations performed on premises to ensure superior data integrity and security.*

BlastPoint focused on data specific to the utility's territory, unmasking the customer segments most likely to convert to paperless billing.

Ms. Budget

- *Age: 45-65*
- *Annual Income: $30K+*
- *Occupation: Administrative, Finance, Government*
- *Facebook user; budget-conscious.*

Mr. Green

- *Age: 35-55*
- *Marital Status: Married*
- *Occupation: Industrial, Tech, Higher Ed.*
- *Donates to environmental organizations, tech savvy.*

The Co-Ed

- *Age: 18-24*
- *Marital Status: Single*
- *Occupation: Student*
- *Tech-savvy; internet user, changes addresses frequently.*

With Predictive Personas, the utility knew exactly which customers would convert to e-billing.

Engaging them became straightforward, cost-effective and efficient.

They could now craft appropriate marketing messages that prompted customers to convert:

- *Save money on stamps!*
- *Save the trees!*
- *Access your account from anywhere, anytime!*

And they knew which communication methods would work most effectively:

- *Facebook Ads*
- *Email marketing*
- *Text alerts*

THE UTILITY GENERATED 3.6X ROI IN UNDER 1 QUARTER!

The gas company converted thousands of customers, eliminating the cost of corresponding with them through postal mail. They earned back three times what they paid for BlastPoint software in just a few months, and continue to use it today to solve other business problems.

Visit www.blastpoint.io to schedule your free demo today!

"We're extremely satisfied with BlastPoint. I couldn't be happier with how things have gone and are going."

— Vice President of Business Development