



PREVENT CUSTOMER BILLING DEFAULTS

How Blastpoint's data-driven personas can reduce customer payment delinquencies and save energy companies millions of dollars.

Overview

BlastPoint's persona insights help energy providers keep at-risk customers connected to power all year long. With fewer disconnections and lower call center demands, utility companies have a proactive solution to saving precious money, time and personnel resources. Targeted engagement through analytics lets them reach specific customers and recoup lost revenue.

Company Profile



Large, mid-Atlantic U.S. natural gas provider



1 million customers across three states



Adheres to strict state & federal regulations



Competes with other gas & alternative heat providers



40% of customers live below the poverty line



Spends 2.5% of operating revenue on debt writeoffs

Goals

- Enroll more low-income, at-risk customers in payment assistance programs or budgeted billing
- Cut costs of employee time spent attempting to recoup lost payments
- Minimize service disconnections
- Generate more early payments to secure revenue



The Challenge

Bill Collecting: Expensive, Unpleasant



Service disconnections are difficult on customers, time-consuming for employees, and costly for the company.

Getting customers enrolled in budgeted billing before they default is a heavy lift for customer service teams that are already stretched thin.

Communication outreach with customers who've missed payments often comes too late, when tensions are high and late fees have already mounted.

Many at-risk customers are too proud to request help or to enroll themselves in government energy assistance programs.

Dig Deeper Than Demographics

The Solution

Through data integration and enhancement, BlastPoint gives the energy company a proactive tool to drive precision-targeted customer engagement campaigns. The user-friendly software gets implemented in 1 to 3 months and generates numerous location-specific, analytics-driven personas, like the ones shown below, for easy, real-time use right away.



Times are tough

- Experiencing unforeseen economic hardship.
- 4 late payments.
- Overdue fees are mounting.
- Candidate for assistance.
- Likely to respond to snail mail.



Oops, I forgot

- Middle-income, tech-savvy professional.
- Typically pays on time with intermittent misses.
- Will respond swiftly to text or
- e-mail reminder notifications.



Rollin' the dice

- Chronic payment defaulter.
- Knows the system.
- Will take her chances on power not being turned off for many months.
- Requires a home visit & posted door warning.

Data-driven personas empower the gas company to quickly:

- **Perform risk analysis** that lets them uncover variations in billing patterns among different customers, explaining the different reasons they default.
- **Identify customers in need** who will be most suitable for available billing assistance programs.
- **Reveal the most appropriate modes of communication** to successfully engage those customers about enrolling into programs.
- **Determine the right messaging** to be delivered to specific customers that will yield positive engagement and responses.
- **Demonstrate need** among the customers in the company's territory, ensuring that funding for federal energy assistance programs gets allocated to them.

Boost in budgeted billing enrollment to ensure timely payments.

Higher share of federally allotted energy assistance dollars to avoid lost revenue.

Increase in customer satisfaction to secure long-term loyalty.

BlastPoint's team implements the software quickly - in under three months - and trains new users to start engaging customers almost immediately. The platform is easy to use across departments. And with specific personas for targeted customer engagement, utilities can save millions of dollars!



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