



## Optimize collections processes

Understanding customer payment behavior leads to reduced outstanding customer debt.

### Understand customer payment attribution.

Utilize internal and external data to get a big-picture view of specific customer actions. Actionable insights from behavior attribution highlight the most effective touchpoints and the customers most likely to engage with them.

### Find the good payers.

Which customers will pay in full after a single letter or email? Use customer AI to identify these accounts and reach out to them via their preferred channels.

### Automate & personalize collections outreach

Data analysis and propensity modeling highlight steps in the collections process where more interaction is needed to boost payments in full for specific customer segments. Use engagement data to create effective, personalized outreach campaigns.



## Increase awareness & adoption of EE programs

As rates and customer balances go up, low- and middle-income customers can benefit more than ever from energy efficiency offers.

### Discover your LMI EE segments

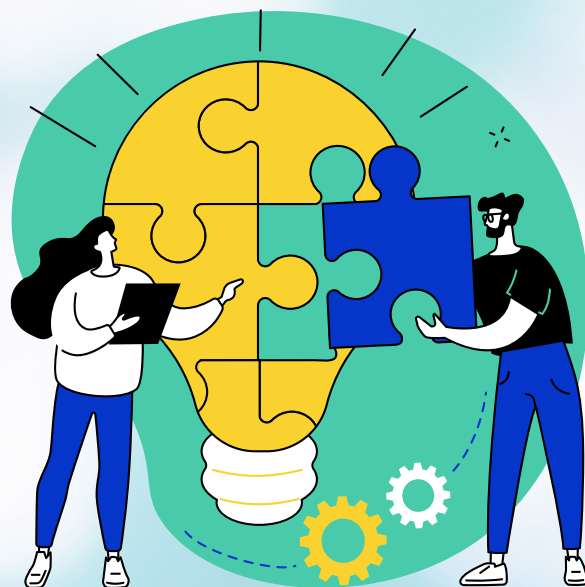
Connect the dots between LMI customers who are most likely to implement EE solutions and the most relevant EE programs. For example, which customers own their homes, and which ones rent? Reach out with offers that make sense for each group.

### Drive EE awareness.

Ensure you are getting the word out to LMI customers who may be unaware of low-cost EE offerings. For customers eligible for assistance programs, bundle information about assistance and EE.

### Get smart with home energy assessments.

Data helps to uncover which LMI customers are likely to engage with Home Energy Assessments, likely to implement recommendations resulting from these assessments, and most need it from an LMI perspective.



Data-Driven

# CX Playbook

For Economic Downturns



## Increase adoption of customer assistance programs

Target the right customers, with the right information, at the right time.



**Use AI-powered propensity modeling** to find the households with the highest need AND the highest likelihood of program enrollment.



**Boost customer awareness** of the most relevant assistance programs available, including CAP, LIHEAP, Dollar Energy Fund, and others. Personalize outreach based on significant data factors.



**Proactively identify struggling customers** who are likely to need assistance and reach out with the best solutions.



## Direct customers away from call centers

When customers struggle, call centers get busier and callers have to wait longer. Drive customers to use self-serve digital channels instead.

### Invest in new self-serve channels ASAP.

Utilize customer AI to provide a snapshot of channel preferences within your customer base to forecast the ROI of new investments like chatbots, SMS, and other tools.

### Once self-serve options are available, target customers most likely to use them.

Specifically target customers who are most likely to call the call center and most likely to adopt self-serve technology.

### Make it simple for customers to find answers to common questions without calling in.

Analyze call center data to understand the top reasons customers call, then automate those processes, if possible, to cut down on call center overload and long wait times.



BlastPoint's partners have achieved big results with customer AI.



**20% CAP enrollment rate after a single campaign**



**47% payment-in-full rates during moratorium**



**55% increase in program adoption for rebate programs**



**670% increase in low-income customer engagement**



## Moderate-income customers may be struggling, too.

### Identify moderate-income customers with high balances.

Enriching internal customer payment data with external demographic datasets, including income and financial stability, identifies emerging segments who may need assistance.

### Think outside of the box to offer new solutions.

Depending on household size, some newly struggling, moderate-income customers may not qualify for existing assistance programs. What other existing programs, such as budget billing or payment plans, can keep these customers from entering collections? Or should a new program be launched?



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