

CASE STUDY

Increase Paperless Billing Enrollment & Decrease Costs by over \$1M

A large Mid-Atlantic natural gas utility* used BlastPoint's customer intelligence platform to increase paperless billing enrollment, **generating over three times its ROI in under one quarter.**



RESULTS

\$1.3M

Reduction in Costs

Within 3 months of implementation



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

- Vice President of Business Development

OVERVIEW

With over 700K customers across three states, the utility spends \$.60 per customer for each mailing. To reduce costs and improve customer experience, our partner utilized BlastPoint's data-driven customer insights to understand what motivates customers to convert to paperless and then targeted customers with the highest propensity of signing up.

OBJECTIVES



Reduce spending on paper & postage



Increase enrollment in paperless billing



Target high-propensity customers with messaging that resonates



Understand customer motivations for paperless enrollment

SOLUTION

Activate Data-Driven Insights

BlastPoint enriched the utility's customer data and utilized our proprietary AI-powered technology to identify high-propensity customer segments for paperless billing. Data analysis revealed that one segment was motivated to enroll because of their concern for the environment, while another was motivated by the simplicity of paperless billing.

Target the Right Customers

With BlastPoint's Customer Intelligence Platform, the utility discovered that the environmentally conscious segment preferred SMS, while the simplicity-seeking segment preferred email. The utility was then able to easily integrate these insights into their outreach campaigns, targeting the right customers with the right messaging.