

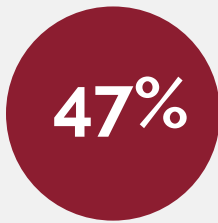
CASE STUDY

Collect More Full Payments from Delinquent Accounts

A large, Mid-Atlantic, investor-owned natural gas utility* used BlastPoint's CI platform to generate a **47% follow through rate of full payments** from overdue customer accounts during Covid-19. By reaching out to customers who paid late for the first time in 2020, the company recouped thousands in lost revenue and kept customers connected.



RESULTS



Payment in full response after just one campaign

“ In this current crisis, we all know that some families are really struggling....Through our work with BlastPoint, we can predict who might fall into this category and reach out to them proactively. ”

*Billing & Collections Representative
Fall 2020*



OVERVIEW

Like many utilities, BlastPoint's partner saw the number of delinquent accounts soar during 2020. BlastPoint's analysis of their payment data revealed a segment of customers who had historically paid on time but became delinquent during the pandemic: about 4,000 accounts. The company also wanted to engage positively with customers during a very difficult time, providing resources for assistance and other billpay options. BlastPoint's technology not only revealed first-time late payers as the target segment, but also highlighted the most relevant messaging and the best channels for reaching them, resulting in nearly half responding with full payments.

OBJECTIVES



Collect more full payments quickly to lower outstanding balances



Target new late payers with relevant billpay resources



Reduce resources being spent on collections



Maintain positive touch points with customers during a difficult time

SOLUTION

Analyze payment behavior & identify first-time late payers

BlastPoint's AI-powered technology analyzed our partner's customer payment data and identified three distinct levels of payment default risk. Customers who moved from the low to medium risk levels due to first-time late payments were flagged, and our partner utilized the BlastPoint CI platform to understand this segment's demographic and psychographic traits.

Utilize data-driven insights for customer outreach.

Thanks to the BlastPoint platform, our utility partner discovered that income levels did not necessarily determine a customer's risk of paying late in 2020. In fact, the median income for new late payers was above the regional average. Many of these customers would not be eligible for energy assistance, so the team decided to include information about non-income dependent programs like payment plans and budget billing in their outreach campaign. Additionally, they saw that some new late payers were more likely to engage via phone than email, so they created a hybrid campaign that included both outreach methods. In result, nearly half of the customers contacted responded by making full payments.