

CASE STUDY

Transforming Billing Programs to Unlock \$600K+ in Savings and Customer Satisfaction Gains

OVERVIEW

A large Southeastern utility set out to modernize customer billing experiences while lowering operational costs. Through programs like Prepaid Billing, Budget Billing, and Digital Billing, the utility empowered customers with greater self-service control, predictable payments, and digital-first convenience. These efforts generated **\$315K in cost savings for 8 months**, with the potential to achieve nearly **\$600K+ in annual savings** if program goals are met.

CHALLENGES

The utility needed to offer more flexible, self-service billing options while managing rising operational costs from paper billing, collections, and late payments. Mailing costs were also projected to rise to well over \$1 per statement next year, adding urgency to reduce reliance on print and postage. At the same time, customer misconceptions about prepaid billing created adoption barriers, as many viewed it as a hardship program rather than a convenient self-service tool. Beyond these customer-facing challenges, the utility also needed to stabilize cash flow, reduce bad debt, and lessen dependence on resource-intensive manual collections.



TIMELINE TO TRANSFORMATION

January 2025

Activity: Launched targeted outreach for Digital Billing and Budget Billing using BlastPoint's predictive modeling.

Outcome: Early customer engagement began, with clear enrollment tracking established through BlastPoint's Campaign tool.

March 2025

Activity: Customer education and internal training reframed Prepaid Billing as a self-service option for control and convenience.

Outcome: Improved messaging adoption among customer service teams, reducing misconceptions and barriers to enrollment.

May 2025

Activity: Measured program adoption and cost savings progress using BlastPoint's ROI modeling.

Outcome: Confirmed early cost savings of over \$100K, validating campaign effectiveness and supporting continued investment.

August 2025

Outcome:

- Enrollment Growth (8 months): **5.6% average across all programs.**
- **315K in total savings** from all program enrollments.

SOLUTIONS

1. Predictive Modeling to Identify High-Propensity Customers

BlastPoint built saturation models that identified which customers were most likely to adopt each program over 7,500 for Prepaid Billing, 10,500 for Budget Billing, and 8,500+ for Digital Billing. By providing this data-driven roadmap, the utility could prioritize outreach where it mattered most, ensuring marketing spend and operational resources translated into measurable enrollment gains.

2. Targeted Campaign Strategies Using Customer Intelligence

With BlastPoint's insights, the utility launched targeted campaigns for Digital Billing and Budget Billing, focusing on the households most receptive to enrollment. Instead of broad, generic marketing, campaigns were refined to speak directly to customer motivations, convenience, predictability, and control leading to higher conversion rates.

3. ROI Modeling and Tracking with BlastPoint's Campaign tool

BlastPoint applied industry benchmarks and ROI calculations to show how each enrollment translated directly into savings and efficiency. Using BlastPoint's Campaign tool, a goal-setting and performance tracking feature, the utility could monitor enrollment progress, measure ROI in real time, and adjust outreach strategies as results came in.

4. Cross-Program Adoption Boosts Satisfaction

Customers adopting multiple programs showed higher satisfaction and engagement, reinforcing the value of promoting bundled enrollment.

GOALS



Expand digital billing adoption to reduce printing and mailing costs.



Grow Budget Billing participation to align with industry averages.



Improve customer satisfaction through flexible payment options.



Reduce operational and collection-related expenses.

RESULTS

By using BlastPoint's predictive modeling, targeted campaigns, and customer education strategies, the utility achieved measurable enrollment growth and generated significant cost savings in just the first year of transformation.

Enrollment Growth for 8 months

5.6%

average enrollment growth across all three programs for 8 months

New Web Accounts Enrollment

\$315K

Total YTD Savings from all program enrollments for 8 months

Projected 2025 Goal Savings

\$637K

Total Potential 2025 Savings (Conservative)

\$1M

Total Potential 2025 Savings (Stretch)



412-503-3515



info@blastpoint.com



www.blastpoint.com



*Utilities must remain anonymous for regulatory purposes

© Copyright BlastPoint 2025