How to Make the Billing and Payment Experience a Positive Customer Touchpoint

By Melanie Wemple

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Did you know that US households, on average, pay about 13 bills per month? And because e-billing is growing as a billing option, customers have more choices to choose from to make payments. When designing a better billing and payment experience, whether it's for residential or business customers, it's critical to look at each interaction from the customer's point of view.

Take this scenario, for example: During a recent department meeting, you found that an increasing number of calls are coming in about how to reset passwords. Most of these customers were trying to pay their bills but couldn't access their online account.

Problem from the utility point of view:
"Our password reset emails are taking more than 160 seconds to reach our customers."
"We need to increase the speed and deliverability of these emails so customers can log in and pay their bills."

Problem from the customer point of view:
"Why do I have to log in to pay my bill? Why can't I use my bill to pay my bill? Can't you make it easier for me to pay you?"

Solution:
"What if we made it so that customers didn't have to log in to pay their bills?"
"Genius!"

For many customers, their only interaction with their electric or gas utility is during billing and payment; it's critical to engineer an intuitive bill experience, to design flexible payment options, and move from vision to implementation.

During our April 2 web conference From Bill to Payment: Improving the Customer Experience, we'll discuss how we helped Nashville Electric Service and Ameren Corp. identify and prioritize billing and payment changes. E Source CEO Wayne Greenberg shared a glimpse into this process during the opening plenary at the 2018 E Source Forum.

Join us for the From Bill to Payment: Improving the Customer Experience web conference on April 2, 2019, to learn more about:
• Best practices in reimagining the customer bill to be more intuitive and user-friendly
• The effects of introducing new and more-flexible payment options on customer satisfaction
• Technology and vendor considerations when making changes to the billing and payment experience

Register now

Additional resources to help you design the best billing and payment experience (available with certain E Source memberships):
• Trends in Billing and Payment Interactions: Findings from the 2018 E Source Digital Metrics Survey
• How Are Utilities Designing Bills for the Visually Impaired?
• Radically Redesign Your Utility’s Customer Bill Using Design Thinking
• Payment & Billing Options (2017): From the Utility Website Design Center

About the author
MELANIE WEMPLE
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Melanie leads customer journey-mapping workshops for large and small electric and gas utilities, and she uses her deep understanding of utility operations in design and behavioral analytics to improve customer interactions and improve safety, operations, and profitability. As part of the leadership team, she drives innovation in the utility sector to understand how customers experience service and how the industry can continue to improve performance and efficiency.

Talk back!
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