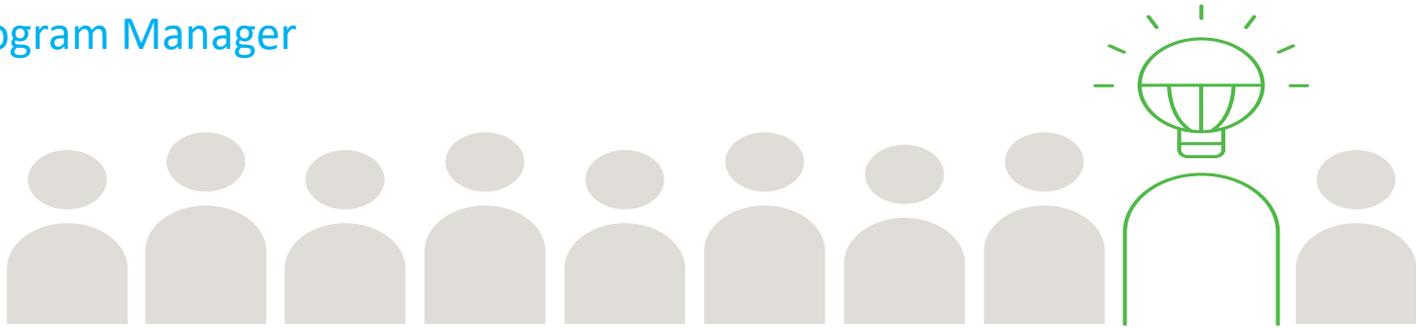


# “Design thinking” a new bill

Kari Baker  
CX Program Manager



OUR HIGHEST PRIORITY  
IS SATISFYING OUR  
CUSTOMERS... EXCEPT  
WHEN IT IS HARD... OR  
UNPROFITABLE... OR  
WE'RE BUSY.



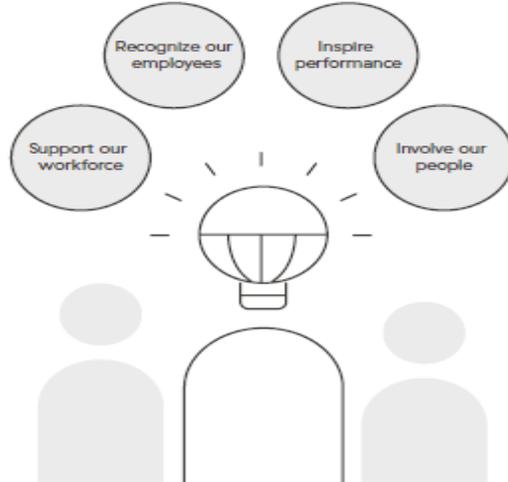
Dilbert.com

# A new customer strategy set the stage for change

Strengthen our customer service foundation



Shape a customer centric culture



Proactively build for tomorrow





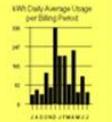
Prepared For  
JOHN DOE  
1234 ANYNAME ST  
ANYTOWN BC

Invoice Number:  
100002497943

**Meter Reading Information**

Electric: 1412174  
Meter #  
Jun 19 26239  
Jul 18 27900  
33 days 1665

Next meter reading  
on or about Aug 16



Daily Average Comparison  
Jul 2006 49 kWh  
Jul 2007 50 kWh

Questions about saving energy? Call 1-877-431-9603 or visit our website at [www.bchydro.com](http://www.bchydro.com)  
Other questions? Call the numbers displayed in the Customer Service area of this bill.

**Customer Service**

Phone: 1-800-224-9376 Power Out? 1-888-769-3766  
Mail to: BC Hydro, PO Box 9501 Stn Terminal, Vancouver BC, V6B 4N1

**Previous Bill**

Your bill shows an estimate.  
Balance payable from your previous bill 228.00  
Thank you for your payment Jul 03, 2007 195.00CR  
Thank you for your payment Jul 11, 2007 228.00CR

**BC Hydro**

**Electric Charges**  
Jun 16 to Jul 18 ( Residential rate 1101 )  
Basic charge: 33 days @ \$0.12130 /day 4.00\*  
Usage charge: 1665 kWh @ \$0.06150 /kWh 102.40\*  
Rate Rider at 2% 2.13\*  
\* GST 6.51  
**\$115.04**

**Taxes**

The following is a summary of taxes billed to your account since your last invoice.  
GST at 6% on 108.53 6.51

**Installment Plan**

Payment Arrangements Due - Jul 03, 2007 195.00  
Balance owing on installment plan is \$163.29. Please pay your installment plan charges as outlined in our previous letter.

**Equal Payment**

Installment 228.00  
**\$228.00**

Billing Date	Account Number
Jul 18, 2007	9146 5145 762
Pay By	Please Pay
Aug 09, 2007	\$228.00



Return this portion with your payment  
**ALL PAYMENTS SHOULD BE MADE PAYABLE TO BC HYDRO**

Billing Date	Account Number
Jul 18, 2007	9146 5145 762
Pay By	Please Pay
Aug 09, 2007	\$228.00



SERVICE FOR  
JAMES WIMBERLY  
116 FRANK LEWIS RD  
BURNABY BC V6W 1B1

bchydro.com

BILL DATE Jan 7, 2010  
DATE DUE Feb 1, 2010  
ACCOUNT NUMBER 5681 2641 295  
AMOUNT DUE \$164.93

**Customer Service**

**BILLING QUESTIONS**  
604-BCHYDRO (224-9376)  
or 1-800-BCHYDRO toll-free  
*See hours available and languages supported on page 2.*

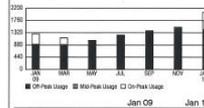
**Account Summary**

Thank you for keeping your account up to date.

Previous Balance \$126.93  
Payment Received Nov 27, 2009 Thank You -126.93  
Current Charges +164.93  
**Total Amount Due \$164.93**

**Usage History**

Total usage per billing period (kWh)



Jan 09 Jan 10  
Off-Peak total usage 1296 1626  
Mid-Peak total usage 354 220  
On-Peak total usage 354 184  
Daily average usage (kWh) 29.8 28.7  
Avg regional temperature 6 6  
Days in billing period 60 62

**Current Charges**

**BILLING PERIOD** Nov 4 - Jan 5  
**DAYS** 62 Sep 10  
**RATE** Residential rate 1141B  
**METER NUMBER** 52675431

TIME OF USE PERIOD	CURRENT READING	PREVIOUS READING	USAGE
Off-Peak, Winter (Nov - Feb)	56895	35239	1626 kWh
Mid-Peak, Winter (Nov - Feb)	13782	13552	220 kWh
On-Peak, Winter (Nov - Feb)	79127	78943	184 kWh

Basic Charge\* 62 days x \$0.1293 8.02  
Usage\* 2030 kWh

kWh USED	Off-Peak	Mid-Peak	On-Peak
1626	220	184	
RATE	\$0.0641	\$0.0853	\$0.1132
CHARGE	\$104.23	+ \$18.76	+ \$20.83
			= 143.82

Rate Rider 0.5%\* 0.5% x \$151.84 .76  
Innovative Clean Energy Fund Levy 0.4% 0.4% x \$151.84 .61  
Regional Transit Levy\* 62 days x \$0.0624 3.87  
GST (\* indicates subject to GST) 5% x \$157.08 7.85  
**Total Current Charges \$164.93**



Energy reduction target  
**6.2%**

You are 3.8% away from your target of 10%. For more tips and products to help reduce your energy consumption, please visit [bchydro.com/powersmart](http://bchydro.com/powersmart)

**Use daylight to illuminate your house**

Natural daylight from windows and skylights provide a free light source, which may allow you to reduce the number of lights you turn on inside your home. Unshaded windows can affect the temperature inside your home, providing an opportunity for even greater energy savings.  
Check out [bchydro.com/powersmart](http://bchydro.com/powersmart) for more helpful tips.

**Simplify and Save!**

Save valuable resources, reduce landfill waste and reduce clutter at home by going paperless with your BC Hydro bill. Get up to two years of account information online at no charge. It's easy to sign up. Just go to [bchydro.com/gopaperless](http://bchydro.com/gopaperless) to start receiving your bill online.

PLEASE RETURN THIS PORTION WITH YOUR PAYMENT



ACCOUNT NUMBER  
0000 000

DATE DUE  
Feb 1, 2010

AMOUNT DUE  
\$164.93



X3470 BCEN 15251

JAMES WIMBERLY  
116 FRANK LEWIS RD  
BURNABY BC V6W 1B1

Please enter amount enclosed.

\$

All payments should be made payable to BC Hydro.

43 00 56812641 295 000016493 000012693



## Your bill highlights

Your bill for May 27, 2017 to Jun 26, 2017

- ✔ Thank you for your payment of \$160.53 on Jun 26, 2017.
- To track your electricity usage, visit [bchydro.com/login](http://bchydro.com/login).

Total Due

**\$160.86**

Due by Jul 20, 2017

[Turn for bill details](#) →

## Your electricity usage over time

↑ **52%**

increase of 14 kWh per day in electricity used compared to the same period last year

**\$4.88**

average daily cost of electricity this bill period



Did you know?

You used a total of 1,303 kWh from May 27, 2017 to Jun 26, 2017.

Use our online tracking tools to view your detailed electricity use by the month, week, day or even hour – up to the previous day.  
Visit [bchydro.com/login](http://bchydro.com/login)

## Ways to pay your bill

We offer several options for you to pay your bill.

- bchydro.com/login** – direct withdrawal from your bank account through MyHydro
- Auto-pay – have your bills paid automatically from your bank account
- Online banking – visit your bank's website or pay in person at your local branch
- Credit card – to pay through Paymentus, a third party service provider that charges a service fee

For more information, visit [bchydro.com/payments](http://bchydro.com/payments).

## Electricity conservation tip

Simple, everyday tips will help you reduce your electricity use and save. Here is tip #17:



For more information, visit [bchydro.com/21tips](http://bchydro.com/21tips).

# Key Business Goals and Benefits



Drive Customers Online  
to Increase  
Paperless Adoption



Easier to  
Understand  
Bill



Decrease in  
High Bill Inquiries



Better Customer  
Engagement and  
Satisfaction

# The Process

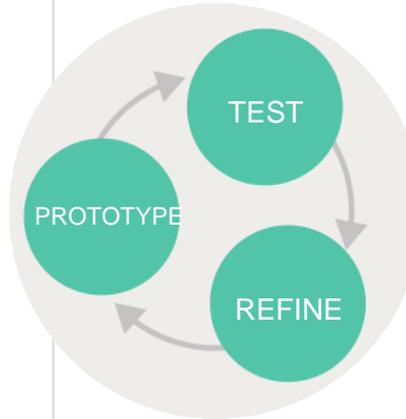
## Stakeholder Alignment & Customer Empathy

ENGAGE  
STAKEHOLDERS  
CUSTOMER  
RESEARCH  
DEFINE CHALLENGE  
CURRENT STATE  
REVIEW  
INITIAL  
REQUIREMENTS

## Collaboration & Ideation

PERSONAS &  
USAGE SCENARIOS  
CUSTOMER  
JOURNEY MAPPING  
COLLABORATIVE  
DESIGN  
WORKSHOPS

## Concepting & Prototyping



## Implementation

REQUIREMENTS  
DETAILED DESIGN  
BUILDING & CODING  
TESTING

CUSTOMER EMPATHY

June – October 2015

Nov '15 to Aug '16

Jan '17 to May '18

# Designing a new billing experience



# Customer Engagement

- Intercept
- Depth interviews
- Usability
- Surveys
- Panel studies
- Web forms



# Designed for skimmers, swimmers & divers

**BC Hydro**  
Power smart

Service address  
JOHN DOE  
1234 ANYNAME ST  
ANYTOWN BC V6B 5A1

Account number 123 4567 Invoice number 10700976076 Billing date Jun 28, 2017 Page 1 of 2

## Your bill highlights

- Your bill for **May 27, 2017 to Jun 26, 2017**
- Thank you for your payment of \$166.53 on Jun 26, 2017.
  - To track your electricity usage, visit [bchydro.com/login](http://bchydro.com/login).

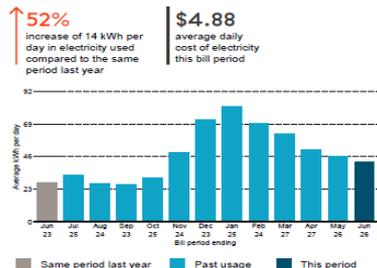
Total Due

**\$160.86**

Due by **Jul 20, 2017**

[Turn for bill details →](#)

## Your electricity usage over time



Did you know?

**You used a total of 1,303 kWh from May 27, 2017 to Jun 26, 2017.**

Use our online tracking tools to view your detailed electricity use by the month, week, day or even hour – up to the previous day.  
[Visit bchydro.com/login](http://bchydro.com/login)

**BC Hydro**  
Power smart

Service address  
JOHN DOE  
1234 ANYNAME ST  
ANYTOWN BC V6B 5A1

Account number 123 4567 Invoice number 10700976076 Billing date Jun 28, 2017 Page 2 of 2

## Meter reading information

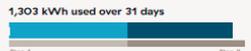
Energy

Meter number 123456

Starting May 27, 2017..... 1064

Ending Jun 26, 2017..... 2367

Difference..... 1303



You're charged the Step 1 rate for electricity up to a certain threshold in each billing period, and a higher Step 2 for all electricity use beyond that threshold. You reached the higher Step 2 rate this billing period. You were 615 kWh above the Step 1 threshold of 688 kWh this billing period.

Your next meter reading is on or about Jul 26, 2017.

**Go paperless**  
Get access to your account online.  
To get started, visit [bchydro.com/gopaperless](http://bchydro.com/gopaperless)

**Have a question?**  
Visit [bchydro.com/gethelp](http://bchydro.com/gethelp)  
Call us at 1 800 BCHYDRO (1 800 224 9376)

**Maintaining your account**  
If we receive your payment after the due date, you may be charged a late payment fee. To learn more about your account with BC Hydro, visit [bchydro.com/CustomerServiceRules](http://bchydro.com/CustomerServiceRules).

**Privacy**  
Protecting your personal information is an obligation we take seriously. For more information, visit [bchydro.com/privacy](http://bchydro.com/privacy).

## Bill details

May 27, 2017 to Jun 26, 2017

**PREVIOUS BILLING PERIOD**

Previous bill.....	\$166.53
Payment received Jun 26, 2017.....	-\$166.53

**BALANCE FORWARD \$0.00**

**ELECTRICITY CHARGES**  
Based on Residential Conservation Rate 1101  
May 27, 2017 to Jun 26, 2017 (1,303 kWh used)

Basic Charge 31 days @ \$0.18690 /day..... \$5.69\*

**ENERGY CHARGES**

Step 1: 688 kWh @ \$0.08580 /kWh..... \$59.03\*

Step 2: 615 kWh @ \$0.12870 /kWh..... \$79.15\*

Rate Rider 5.0%..... \$7.20\*

Regional transit levy: 31 days @ \$0.08240 /day..... \$1.93\*

**TAXES ON ELECTRICITY CHARGES**

\* GST 5% (GST Registration #R121454151)..... \$7.66

**ELECTRICITY CHARGES SUBTOTAL \$160.86**

**TOTAL DUE \$160.86**

## Ways to pay your bill

We offer several options for you to pay your bill.

- bchydro.com/login**—direct withdrawal from your bank account through MyHydro
  - Auto-pay**—have your bills paid automatically from your bank account
  - Online banking**—visit your bank's website or pay in person at your local branch
  - Credit card**—to pay through Paymentus, a third party service provider that charges a service fee
- For more information, visit [bchydro.com/payments](http://bchydro.com/payments).

## Electricity conservation tip

Simple, everyday tips will help you reduce your electricity use and save. Here is tip #17:



For more information, visit [bchydro.com/21tips](http://bchydro.com/21tips).

JOHN DOE  
1234 ANYNAME ST  
ANYTOWN BC V6B 5A1

50 00 00000 000000000

**BC Hydro**  
Power smart

# Standard Digital HTML Bill (Residential)

Balance owing **\$160.86** [Bill & payment history →](#) [Make a payment](#) [Set up auto-pay →](#)

Jun 28, 2017 Invoice # 107009760706

[Set up alerts](#) [Data export](#) [View PDF bill](#)

## Your bill highlights

### Prepared for

- ✓ Thank you for your payment of \$166.53 on Jun 26, 2017
- ⚠ Your daily average electricity usage has increased compared to the same time last year. Learn more at [bchydro.com/highbills](#).
- This bill is due by Jul 20, 2017

[View bill details](#)

## Your usage this period

↑ 52%

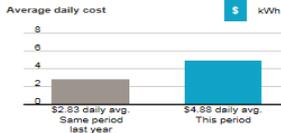
increase of 14 kWh per day in electricity used compared to the same period last year

[View detailed graphs](#)

See your daily usage and find out how you compare.

**\$4.88**

average daily cost of electricity this bill period



## Bill details

May 27, 2017 to Jun 26, 2017

### Previous billing period

Previous bill	\$166.53
Payment received Jun 26, 2017	-\$166.53
<b>Balance forward</b>	<b>\$0.00</b>

### Electricity charges

Based on Residential Conservation Rate 1101

May 27, 2017 to Jun 26, 2017 (1,303 kWh used)

Basic charge 31 days @ \$0.19000 /day \$5.90

### Energy charges

Step 1: 688 kWh @ \$0.08580 /kWh \$59.03

Step 2: 615 kWh @ \$0.12870 /kWh \$79.15

Rate rider 5% \$7.20

Regional transit levy: 31 days @ \$0.05240 /day \$1.03

### Taxes on electricity charges

GST 5% (GST Registration #R121454151) \$7.66

Electricity charges subtotal **\$160.86**

**Total due \$160.86**

## Meter reading information

### Energy

#### Meter number

Starting May 27, 2017

1064

Ending Jun 26, 2017

2307

Difference

1303

1,303 kWh used over 31 days

Your next meter reading is on or about Jul 26, 2017.

### kWh used this period



Step 1

Step 2

You've charged the Step 1 rate for electricity up to a certain threshold in each billing period, and a higher Step 2 for all electricity use beyond that threshold. You reached the higher Step 2 rate this billing period. You were 615 kWh above the Step 1 threshold of 688 kWh this billing period.

### Ways to pay your bill

We offer several options for you to pay your bill.

[bchydro.com/legis](#)—direct withdrawal from your bank account through MyHydro

Auto-pay—have your bills paid automatically from your bank account

Online banking—visit your bank's website or pay in person at your local branch

Credit card—to pay through Paymentus, a third party service provider that charges a service fee

[More ways to pay →](#)

### Electricity conservation tip

Simple, everyday tips will help you reduce your electricity use and save. Here is tip #17:



[20 more tips →](#)

[Terms and conditions for our customers →](#)

# Overdue bill (before/after)

**BC Hydro**  
Prepared For [Redacted]

Billing Date: Jun 28, 2017  
Account Number: [Redacted]

Please Pay  
**PAST DUE \$90.28**

Invoice Number: 105009803318

**Meter Reading Information**  
Electric: Meter # [Redacted]  
Apr 28 10440  
Jun 28 10555  
60 days 215

Next meter reading on or about Aug 24

With Daily Average Usage per Billing Period

Daily Average Comparison  
Jun 2016 3 kWh  
Jun 2017 4 kWh

Take action to save electricity and money. Visit our website at [bchydro.com/energy/savings](http://bchydro.com/energy/savings).

Other questions? Call the numbers displayed in the Customer Service area at the top of this bill.

Page 1 of 2  
**BC Hydro**

Return this portion with your payment  
**ALL PAYMENTS SHOULD BE MADE PAYABLE TO BC HYDRO**

Billing Date: Jun 28, 2017  
Account Number: [Redacted]

Please Pay  
**PAST DUE \$90.28**  
Amount Paid

73 [Redacted]

56 00 00000110 926 000009028 000003375

**BC Hydro** Power smart  
Service address [Redacted]  
Account number [Redacted]  
Invoice number 105009803318  
Billing date Jun 28, 2017  
Page 1 of 4

**Important bill highlights**

Your bill for Apr 28, 2017 to Jun 26, 2017

- You have an overdue amount of \$56.53 due immediately. There are also new charges of \$33.75. If you have already made a payment towards the past due amount, you can view your updated balance on [bchydro.com/myhydro](http://bchydro.com/myhydro).
- Your account has a charge of \$0.85. Please see bill details for more information.

To track your electricity usage, visit [bchydro.com/login](http://bchydro.com/login).

**Overdue amount**  
**\$56.53**  
Due immediately

**Current charges**  
**\$33.75**  
Due by Jul 20, 2017

Total due \$90.28

Turn for bill details →

**Your electricity usage over time**

↑ 12% increase of less than 1 kWh per day in electricity used compared to the same period last year

\$0.52 average daily cost of electricity this bill period

Did you know?  
You used a total of 215 kWh from Apr 28, 2017 to Jun 26, 2017.

Use our online tracking tools to view your detailed electricity use by the month, week, day or even hour – up to the previous day. Visit [bchydro.com/login](http://bchydro.com/login)

**Ways to pay your bill**

We offer several options for you to pay your bill.

- [bchydro.com/login](http://bchydro.com/login) – direct withdrawal from your bank account through MyHydro
- Auto-pay – have your bills paid automatically from your bank account
- Online banking – visit your bank's website or pay in person at your local branch
- Credit card – to pay through Paymentus, a third party service provider that charges a service fee

For more information, visit [bchydro.com/payments](http://bchydro.com/payments).

**Electricity conservation tip**

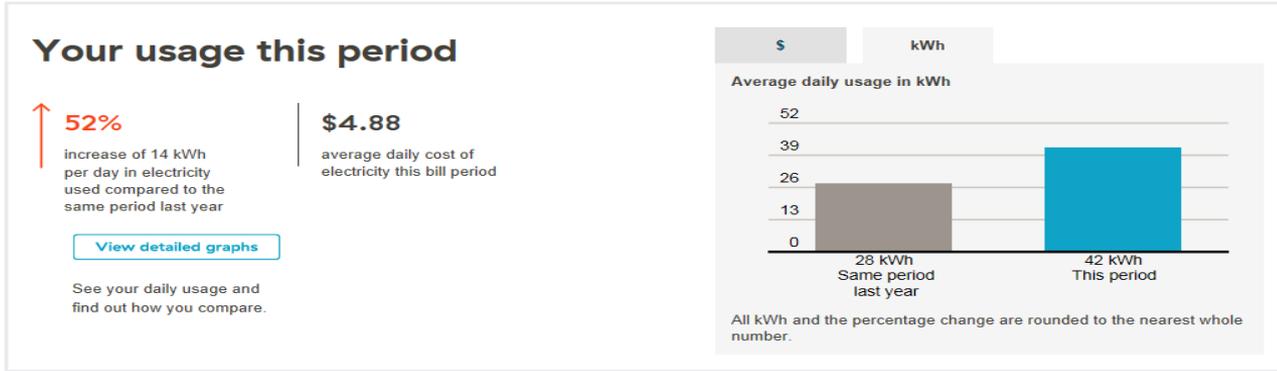
Simple, everyday tips will help you reduce your electricity use and save. Here is tip #1:

**Adding a dry towel to your load cuts drying time by 10%.**

For more information, visit [bchydro.com/21tips](http://bchydro.com/21tips).

# Visualization of data

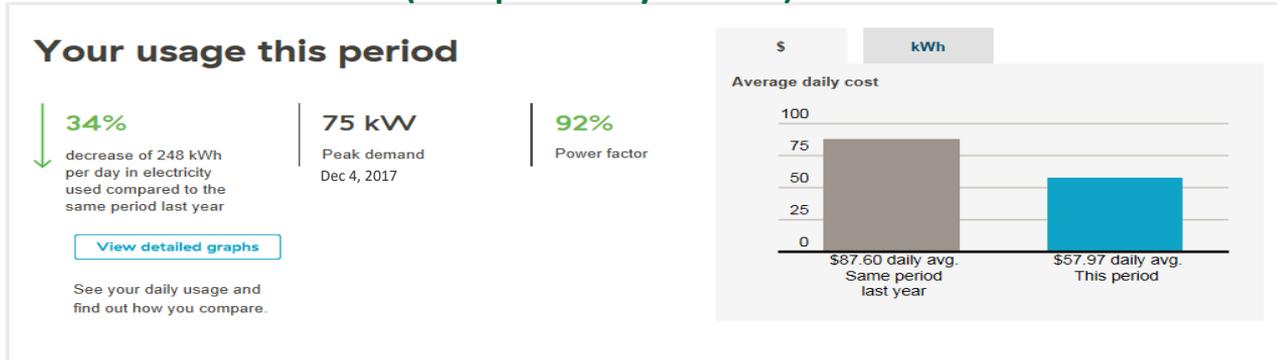
## Residential customer (with previous year data)



Customers can toggle between two views on the consumption chart

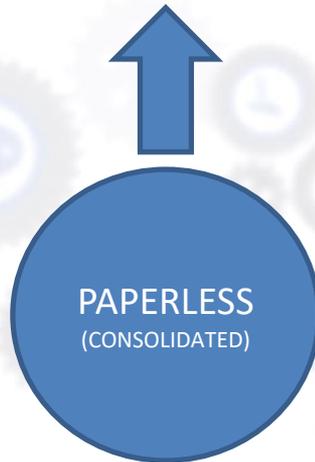
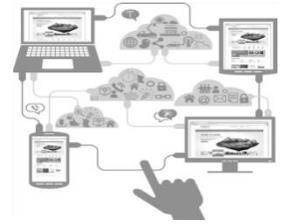
- Average daily usage in kWh
- Average daily cost of electricity in \$

## General service customer (with previous year data)



Clicking 'View detailed usage' will lead customers to their hourly usage data

# Was it all worth it?



# What's next

S	H	O	W
C	A	S	E



# **APPENDIX**

# BC Hydro Quick Facts



Providing customers with **reliable, affordable** and **clean** electricity throughout B.C., safely

A commercial  **crown corporation** owned by the province of **British Columbia**

Provides **4,000,000** customers with reliable power

Among the lowest<sup>\*\*</sup> residential rates in North America



**98.4%**  
clean electricity generated in B.C. in fiscal 2017

Serves **95%** of the province's population

The average household uses approximately **10,000 kWh per year**

Our Demand Side Management portfolio achieved **733 GWh of new incremental electricity savings in fiscal 2017**

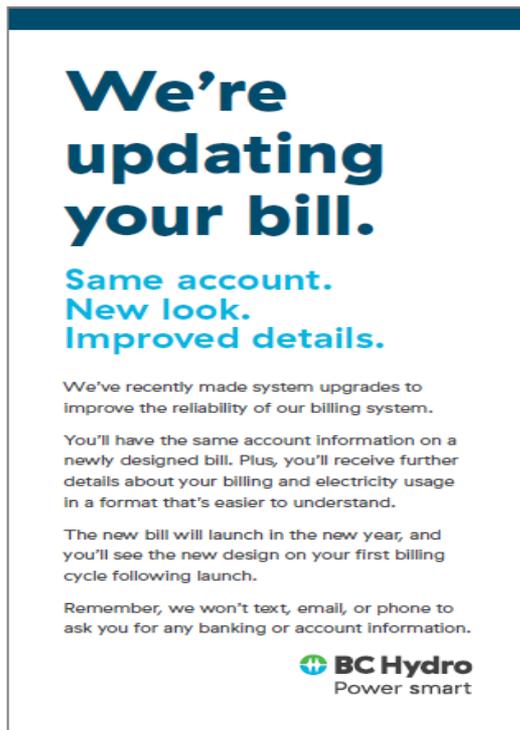


# Pre-launch customer communications

## Bill insert

Standard paper accounts

Dec 27, 2017 to Feb 23, 2018



**We're updating your bill.**

Same account.  
New look.  
Improved details.

We've recently made system upgrades to improve the reliability of our billing system.

You'll have the same account information on a newly designed bill. Plus, you'll receive further details about your billing and electricity usage in a format that's easier to understand.

The new bill will launch in the new year, and you'll see the new design on your first billing cycle following launch.

Remember, we won't text, email, or phone to ask you for any banking or account information.



## Letter / e-mail

Consolidated accounts

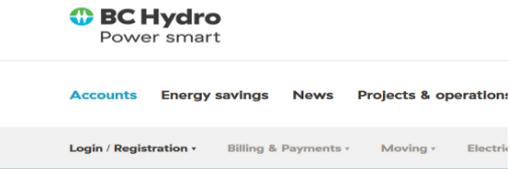
Early Feb 2018



## bchydro.com pop-up

MyHydro customers

Early Feb 2018



 **BC Hydro**  
Power smart

[Accounts](#) [Energy savings](#) [News](#) [Projects & operations](#)

[Login / Registration](#) [Billing & Payments](#) [Moving](#) [Electricity](#)

# Post-launch customer communications

## On-bill messages

Feb 26, 2018 to Apr 25, 2018

### Welcome to your new bill

Same account. New look. Improved details.

We've recently made system upgrades to improve the reliability of our billing system.

The new bill design features the same account info as your previous bills, plus further details about your billing and electricity usage in a format that's easier to understand.

We're here to help: Learn more about these new features at [bchydro.com/billdetails](http://bchydro.com/billdetails).

## In-person service desk signage

Feb 26, 2018 to Apr 25, 2018

### We're updating your bill.

Same account. New look. Improved details.

We're here to help: Ask us here if you have any questions.



## Bill envelope

Feb 26, 2018 to June 25, 2018



## bchydro.com updates & e-newsletters

Launches Feb 26, 2018

