



E Source

Bill Redesign with Nashville Electric Service

Consulting Case Study



Key highlights

Nashville Electric Service (NES) selected E Source Consulting and Advisory Services to assist in redesigning its residential and business bills and to develop a request for proposal (RFP) to help the utility select a new bill-print vendor. The newly designed NES bills, while being more modern and visually appealing, address customer pain points.



Challenges

In 2018, NES embarked on a number of initiatives to upgrade technology and improve the customer and employee experiences, including phasing out legacy customer information and updating financial, HR, and work asset management systems. Along with these initiatives, designed to bring the utility's technology into the 21st century, NES decided to redesign its residential and business customer bills to align with the evolving needs and expectations of customers and create an overall better billing experience. The utility also needed help identifying and selecting a new print and e-bill vendor.

Solution

NES enlisted E Source to prioritize billing pain points and recommended solutions with the goal of creating a modern, customer-focused design. To accomplish this, E Source:

- Interviewed stakeholders to identify gaps, needs, wants, and objectives
- Gathered best-in-class bills from utilities across North America
- Facilitated prototyping workshops with internal stakeholders
- Finalized the mock-up based on feedback from residential and business focus groups

Throughout the project, E Source ensured cross-functional alignment on the principles of the bill design across the utility's customer service, IT, corporate communications, billing and collections, finance, account management, and energy services departments.

Using the data gathered during the research phase and internal workshops, after multiple iterations of the new bill, E Source delivered a final mock-up that addressed issues described by employees and customers alike—difficulty finding total charges on the bill, nonexistent detailed billing information, inconsistent yearly usage graphs, confusing bill alerts, and more.



Contact us

For more information about E Source Consulting and Advisory Services, visit www.esource.com/consulting or contact us at esource@esource.com or 1-800-ESOURCE.



E Source

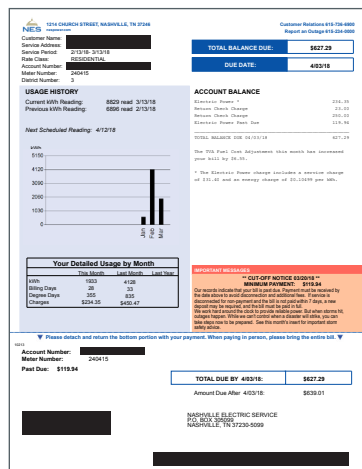
Bill Redesign with Nashville Electric Service

Outcomes

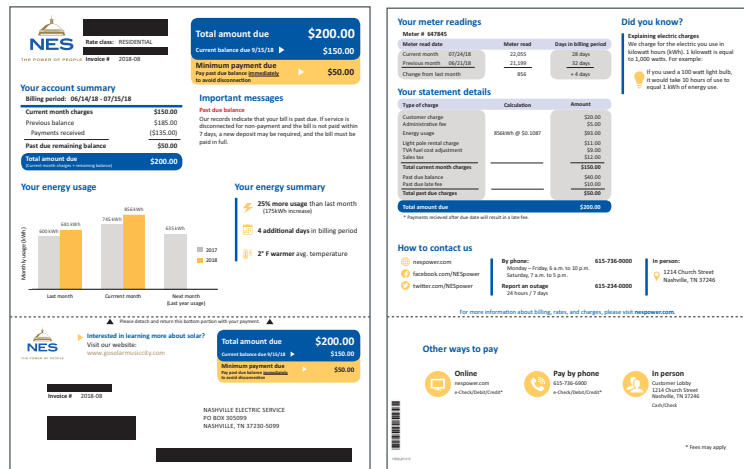
The mock-up featured on-brand colors, highlighted the total amount and minimum payment due, and provided a clearly defined area for important messages. The energy-usage graph was cleaner and easier for customers to understand, and the accompanying Your Energy Summary highlighted high-level, month-to-month usage trends. The back of the bill included detailed billing information, a Did You Know? section, and utility contact information.

In addition to designing the new bills, E Source mapped the billing source data and developed technology requirements for an e-bill and bill-print vendor. This led to the creation of an optimized RFP that NES used to score and select a new vendor.

According to Sylvia Smith, vice president of customer services at NES, "It's very difficult to get everyone's perspectives going down the same path to get the results we need, which is, ultimately, meeting our customers' needs on what they needed on their bill. So all of us have different perspectives, right? All of us have different needs. But ultimately we're here to satisfy the customer and [E Source] helped us achieve that result."



Before



After