

3 Best Practices in Utility Bill Redesign



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The Bill Redesign Process

Redesigning a utility bill around the customer experience can positively affect customer satisfaction while also decreasing costs in the call center and increasing savings for the utility.

The bill redesign process, from initial design to the final product, revolves around making the bill as easy as possible for the customer to understand. Utilities with the most successful bill designs use these three best practices.

1. Incorporate Customers into the Design Process

Whether you use social media, usability, or focus groups, listening to your customers is key because the information one utility's customers might appreciate is data that another utility's customers might find irrelevant.

Use crowdsourcing. Call upon your customers to build a bill that's tailored to their needs.

Implement usability tests. Visit customers in your utility's territory and observe how they use their bills.

Form focus groups and perform testing. Allow the groups to examine the bill, circling what interests them and crossing out what they think is irrelevant. Then create new prototypes and use quantitative testing, heat mapping, interviews, and online testing to review the prototypes.



Result: Relevant, useful information on the bill

2. Prioritize Content

Presenting important information at the top of the bill lets consumers quickly find what they're looking for.

Place at the top of the bill:

- Due dates
- Consumption data
- Account summaries

Secondary information such as contact information, payment methods, and messages for the customer can be placed at the bottom of the page or on the back. This gives more freedom to the layout of the front page and allows the bill to highlight the information consumers find most useful.



Result: The most useful information is easiest to find.

3. Use Layout, Color, and White Space to Highlight Content

When used appropriately, these design elements can be a powerful tool for a more intuitive bill.

Moving rate and charge information to the back of the bill frees up valuable space on the front page. Utilities are taking advantage of this new space to use creative layouts, more-vibrant colors, more-readable fonts, and a greater percentage of white space to highlight the important information on the bill.

A well-planned layout and strategically placed white space can make a bill more navigable by easily differentiating sections, such as usage, personal messages, and fees. Fonts and colors can emphasize the most urgent or important information, such as amount due and due date.



Result: An intuitive, user-friendly bill.



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