

Bill Redesign with Nashville Electric Service

Consulting Case Study



Key highlights

Nashville Electric Service (NES) selected E Source Management Consulting 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.

“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.

—Sylvia Smith,
vice president of
customer services at NES

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.

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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.

1214 CHURCH STREET, NASHVILLE, TN 37248
Customer Relations 615-736-6888
Repair or Outage 615-250-6888

Customer Name: [Redacted]
 Service Address: [Redacted]
 Service Period: 01/15/18 - 01/31/18
 Rate Class: RESIDENTIAL
 Account Number: 242415
 Meter Number: 242415
 Date of Birth: [Redacted]

TOTAL BALANCE DUE: \$627.29
DUE DATE: 01/31/18

USAGE HISTORY
 Current kWh Reading: 8523 Read: 3/13/18
 Previous kWh Reading: 6986 Read: 2/13/18
 Net Summer Reading: 417218

ACCOUNT BALANCE
 Electric - Meter: 238.00
 Electric - Demand: 20.00
 Electric - Demand: 20.00
 Electric - Demand: 20.00
 Electric - Demand: 20.00
 Electric - Demand: 20.00
 TOTAL BALANCE: 508.00 01/31/18 4877.24

Usage History Graph:
 kWh (kWh) vs Month (Month)
 0 1000 2000 3000 4000 5000 6000 7000 8000 9000 10000

Your Detailed Usage by Month
 kWh, Billing Date, Demand Charge, Charges

IMPORTANT MESSAGE: CUTOFF NOTICE 03/31/18
 CUTOFF NOTICE 03/31/18
 IMPORTANT MESSAGE: CUTOFF NOTICE 03/31/18

Account Information:
 Account Number: 242415
 Meter Number: 242415
 Past Due: \$119.94
TOTAL DUE BY 01/31/18: \$627.29
 Amount Due After 01/31/18: \$508.01

NASHVILLE ELECTRIC SERVICE
 P.O. BOX 37400
 NASHVILLE, TN 37238-5009

Before

NES
 THE POWER OF PEOPLE. Member # 2018-08

Rate class: RESIDENTIAL

Total amount due: \$200.00
 Current balance due 1/25/18: \$150.00
 Minimum payment due: \$50.00

Your account summary
 Billing period: 06/14/18 - 07/15/18
 Current month charges: \$130.00
 Previous balance: \$185.00
 Payments received: (\$135.00)
Past due remaining balance: \$50.00

Your energy usage
 kWh per month (kWh) vs Month (Month)
 Last month: 650 kWh, Current month: 745 kWh, Next month: 650 kWh

Important messages:
 Past due balance: Our records indicate that your bill is past due. If service is discontinued for non-payment and the bill is not paid within 7 days, a new deposit may be required, and the bill must be paid in full.
 Your energy summary: 25% more usage than last month (17% kWh increase), 4 additional days in billing period, 2° F warmer avg. temperature

Your meter readings
 Meter # 842845
 Meter read date: 07/04/18
 Meter read: 22,201
 Days in billing period: 28 days
 Meter read date: 06/20/18
 Meter read: 21,298
 Days in billing period: 28 days
 Change from last month: 903
 Meter read date: 05/24/18
 Meter read: 20,395
 Days in billing period: 28 days
 Change from last month: 903

Your statement details
 Type of charge, Calculation, Amount
 Customer charge: \$20.00
 Administrative fee: \$20.00
 Energy usage: \$54.00 @ \$0.1087
 Light pole meter charge: \$3.00
 TNX fuel cost adjustment: \$30.00
 Sales tax: \$2.00
Total current month charges: \$130.00
 Past due balance: \$185.00
 Past due fee: \$20.00
Total past due charges: \$50.00

Did you know?
 Explaining electric charges: The charge for the electric you use in kilowatt hours (kWh). A kilowatt is equal to 1,000 watts. For example, if you used a 200-watt light bulb, it would take 50 hours of use to equal 1 kWh of energy use.

How to contact us
 Online: nespower.com, +CheckDirectCard*
 Pay by phone: 615-736-6888, +CheckDirectCard*
 In person: 615-736-6888, 1214 Church Street, Nashville, TN 37248

Other ways to pay
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After