



Key Highlights

- Closed a credit and collections gap by using a multifaceted approach that included customer journey mapping
- Exceeded the goal of closing the \$5 million credit gap—and then some—thanks to E Source’s recommendations and expertise



Challenges

Serving more than 2.4 million electric and 900,000 natural gas customers across 64,000 square miles, Ameren is the largest electric power provider in Missouri and the third largest natural gas distributor in Illinois. Ameren is the parent company of Ameren Illinois and Ameren Missouri, and together they generate a net capacity of nearly 10,200 megawatts of electricity.

Ameren was in the process of optimizing its accounts receivable and collections management processes in order to improve business process efficiency. With nearly \$15 million per year in write-offs and a \$5 million credit and collections gap to close, Ameren was actively searching for a consulting partner to help meet its objectives.

Solution

In 2014, during the launch of the consulting business, the E Source team met Ameren employees at an energy industry conference and learned about the challenges they were facing with credit and collections. As an existing E Source member, Ameren was already familiar with E Source’s expertise and agreed to hire the company in a consulting capacity.

E Source created a multifaceted, customized solution for Ameren with customer journey mapping as the main component. The E Source team did a complete analysis of every step in the Ameren customer experience, including bill messaging, contact center services, emails, and the corporate website. After establishing a list of customer and internal process pain points, E Source recommended updating the underlying technology that handled customer interactions and addressing the administrative hurdles related to internal processes.

Results

After incorporating E Source’s recommended changes, Ameren was able to close the credit gap and exceed expectations by more than \$4 million for a total of \$9 million in savings. According to some of the Ameren employees involved in the project, E Source was “fundamental to our success” and that the company’s “industry knowledge is second to none.” The engagement was a win-win: Ameren improved its processes and found additional savings, and E Source established an industry-leading consulting business.