

THE SERVICE DESIGN AWARD



FROM METER READING TO PAYMENT

a personalized billing experience for E.ON customers

OVERVIEW

For energy suppliers touchpoints with customers are rather rare and not necessarily positive. In order to make customers' lives easier, E.ON has designed a customer centric billing process.

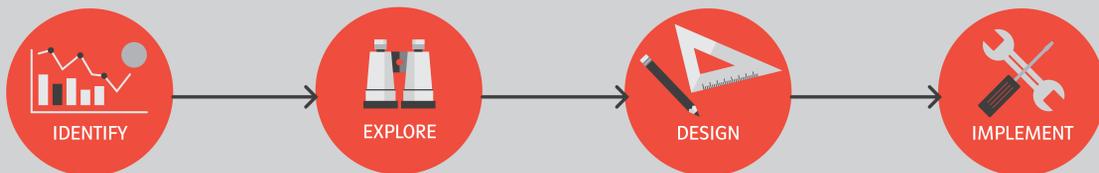
TYPICAL BILL RELATED PROBLEMS

- CONFUSION**
Customers did not receive an easy to understand explanation for the price they would be charged on their bill leading to increased service calls.
- SURCHARGES**
Frequently customers had to pay substantial, yet unexpected additional payments in their annual bill.
- LACK OF PAYMENT SUPPORT**
Customers in financial distress received very little support in managing their bill payments.



PROCESS

THE PROJECT FOLLOWED THE E.ON DESIGN METHODOLOGY



IDENTIFY
NPS data as well as a dedicated driver analysis revealed the importance of the "billing" customer journey.

EXPLORE
In depth exploration of customers with in-home interviews & morphologic in-depth interview.

- 1st wave interviews with all different types of energy consumers
- 2nd wave interviews with financially distressed energy consumers

DESIGN
Iterative co-creation sessions with all relevant stakeholders, e.g..

- Experts
- Charity organisations
- State-owned job centers
- Resellers

IMPLEMENT
Agile implementation using prototypes and constant feedback-loops to improve the entire customer journey.

BENEFITS

BENEFITS FOR CUSTOMERS

E.ON SMARTCHECK
is an early warning system, making it easier for customers to check whether their consumption is in balance with their advance payments.

CASH PAYMENTS
are a new, user-friendly way for customers of settling one's bill in an uncomplicated way at more than 6.000 retailers in Germany. Customers benefit from avoiding barring by immediate payment effectiveness.

THE NEW, INTELLIGENT BILL LAYOUT
simplifies understanding the bill's contents at one glance for customers as they receive customized, context-dependent contents, e.g. personalized energy tips in case of high consumption.

HELPING SERVICES
such as financial consultation in cooperation with charity organizations aid in managing their bill payments.

BENEFITS FOR E.ON

MILESTONE ON THE WAY TO CUSTOMER CENTRICITY EXCELLENCE

underlining E.ON's efforts to improve people's lives as the trusted partner for all energy-related topics.

A CULTURE VALUING CUSTOMER CENTRICITY

supported by colleagues taking pride in contributing to a company going beyond its mere purpose of providing energy for a profit.

IMPROVED PERFORMANCE METRICS

along with rising customer satisfaction and loyalty. In the long run, this will lead to increased revenues while at the same time operating costs decrease due to a drop in service calls.

EFFECTS

OVERALL EFFECTS

Several KPI demonstrate the positive effect of the improved touchpoint on the overall customer journey:

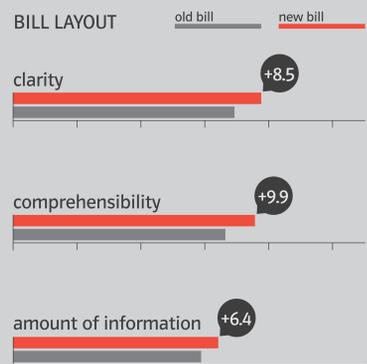
- a higher customer satisfaction with the new bill
- a significant reduction of bill related inbound calls
- a significant reduction in complaints

CASH PAYMENT

The help-services for customers with payment difficulties found appreciated acceptance from the beginning:

>500 cash payments in the first four weeks of the service at partnering retail stores

BILL LAYOUT



(Entrant/ Client / Country)