INFO SHEET

Public Utility Solutions

AN INTEGRATED BILLING SOLUTION FOR PUBLIC UTILITIES THAT LOWERS OPERATING COSTS, IMPROVES CUSTOMER SATISFACTION AND MITIGATES RISK IMPROVE BILLING STATEMENT READABILITY AND PRESENTATION.

Solution

- Offer online access to statements and payments
- Improve customer service through call reduction
- Increase address accuracy
- Meet compliance regulations
- Mitigate risk
- Reduce operational costs
- Integrate existing Computer Information Systems (CIS)

SUMMARY

Public utilities are at a crossroads. On one hand, they are dealing with constantly changing regulations and the pressure to improve and deliver consistent service. On the other, they are faced with the new challenge of unbundled services and customers expecting expanded functionality. Each of these items is challenging, but when a single public utility is dealing with any combination of these issues, the results can range from unsatisfactory to dire, if not handled properly.

The good news is that this less than optimistic outlook does not have to present a problem. With solutions from Pitney Bowes Business Insight, public utilities avert disaster by streamlining their business, lowering costs, improving service, reducing risk and simplifying complex billing processes.

By thoroughly understanding the issues that public utilities are struggling with today, Pitney Bowes Business Insight does much more than just improve business and billing processes. At Pitney Bowes Business Insight, we help you:

- aggregate, cleanse, integrate, access and deliver data
- ensure the accuracy of customer outreach and billing information
- generate clear, coherent and customized bills
- create personalized, multi-channel communications

- save millions of dollars a year in transaction costs
- enable a more accurate assignment of changing tax jurisdictions
- improve communications with constituents to help mitigate risk
- optimize service and outage response with more accurate customer address information and real-time geocoding

How the Billing Process Works

The billing process is a critical aspect of every business, and this is especially true for public utilities. The following steps outline the relationship between the inter-workings of the public utility billing process and the associated Pitney Bowes Business Insight solutions.

The billing process begins by extracting billing and customer records from your billing solution. After the data is extracted, it flows through a series of steps that correct customer addresses, formats bills and prepares bills for mailing and storage.

Using our Customer Data Quality Platform (CDQP) and Code-1 Plus, the recipient's address data is validated, corrected and formatted. The system performs Delivery Point Validation (DPV), a requirement of the United States Postal Service (USPS), which ensures that the billing address is deliverable. This step also ensures that the information necessary to qualify for the maximum postal discounts is readily available.

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Address and billing information is fed into our DOC1 document composition program. DOC1 generates bills using sophisticated formatting templates, which define the business rules and layout for each of your billing customers.

Bills are presorted to calculate postage discounts according to the current postal regulations. This step also produces the reports that the USPS requires for bulk mailing discounts.

Next, the e2 Vault allows immediate access to exact replica bills, field orders and customer letters. With e2, customer service representatives (CSRs) have the ability to retrieve and view the documents online, generate a PDF version to send out via email and reprint a hardcopy to mail to the customer. While viewing the information online, CSRs can view a single bill or the entire billing history for a given customer. Customers can also access their bills on-line using the e2 Self-Service Option. Once logged on, they can make secure payments by credit card if you choose to make this optional feature available.

Making the Process Work Better

The public utilities solutions from Pitney Bowes Business Insight offer you the benefits available only through the implementation of integrated, end-to-end solution-based components. These integrated components will lower your operating costs while improving customer satisfaction and mitigating risk. Our 25 year history of serving the public utilities industry allows us to immediately and dramatically improve the effectiveness of your customer data quality, master data management, business geographics, location intelligence, business analytics, tax jurisdiction assignment accuracy, billing document creation and distribution, customer care and mailing efficiency.

The Pitney Bowes Business Insight Utilities Customer Care and Billing Edition improves the quality of customer data, improves customer service levels, increases cash flow and reduces operational costs. Our Utilities Customer Care and Billing Edition is the most comprehensive set of utility document tools available in the industry today.

Powerful Parts of an Effective Solution

To improve your billing process, Pitney Bowes Business Insight offers a one-stop solution source that eliminates the need for you to deal with a variety of vendors. Our Utilities Customer Care and Billing Edition consists of a combination of our most powerful products— CDQP, Code-1 Plus, DOC1, e2 Vault and e2 Self-Service Option.

CDQP and Code-1 Plus are a powerful duo providing complementary benefits. The CDQP provides error-checking at the point of data entry, while Code-1 Plus boosts mailing efficiency and ensures deliverability by validating, correcting and formatting the recipient's address data. It formats the customer's address according to USPS standards, compares the address to the National Change of Address (NCOA) registry and performs DPV to ensure that the address is deliverable according to USPS standards. In addition to the numerous checkpoints to ensure accurate and deliverable customer information, the CDQP eliminates duplicate entries, reduces keystrokes and protects the integrity of your customer billing data.

e2 Vault is a sophisticated, highly-efficient electronic document repository for your customer bills, correspondence and other ystem generated documents. It is fully integrated with the DOC1 document generation system, so no extra steps are necessary to take advantage of the powerful,

time-saving features. CSRs can easily access the latest bill, or any past bill that is stored in the system, from their desktop. An exact representation of the printed bill can be viewed online, enabling printing, mailing and emailing to the customer. In addition, documents are stored much more efficiently, using significantly less storage than required for a PDF image of the bill. These powerful capabilities reduce call handle time and call-backs while improving customer service and CSR morale.

e2 Self-Service Option provides your customers with immediate internet access to their bills. By simply providing a login page on your website, customers gain access to this powerful capability. Once logged on, customers can retrieve any stored bill, in the exact format as their printed bill. After viewing the bill, customers have the option to print or download a copy to their own computer for permanent storage. With the e2 Self-Service Option, your customers also have numerous online payment options.

CASE STUDY

The Las Vegas Valley Water District (LVVWD) is a not-for- profit agency that was challenged to communicate with a growing customer base, including 330,000 individual accounts across multiple segments, by improving its billing and customer service offerings while maximizing efficiency.

The LVVWD replaced an outdated Customer Information System (CIS) with the Oracle Customer Care system and a number of Pitney Bowes Business Insight solutions to address these customer communication needs, including DOC1, CodeOne, MailStream and DOC1 Archive. The Pitney Bowes Business Insight solutions were highly compatible with the Oracle system, making the integration quick and painless. The LVVWD implemented DOC1, a composition system that automates the creation of letters, bills and statements. This software tool allowed LVVWD to generate statements automatically as a result of the integration with the customer billing system.

Along with the DOC 1, the LVVWD also uses CodeOne, which provides a Coding Accuracy Support System (CASS) that helps ensure the accuracy of customer addresses. With automatically-generated customer statements and improved accuracy of customer addresses, the LVVWD no longer needs to manually mail statements. This has dramatically reduced the number of returned statements, providing labor savings and increased efficiency for time and cost benefits.

The LVVWD also implemented the MailStream solution, which has improved mail sorting capabilities, providing additional cost benefits to the organization. Clearer, more easily understandable billing statements have cut down on the number of calls to the customer service center.

Additionally, the LVVWD has implemented a customer service solution, DOC1 Archive. This tool archives customer statements and allows customer service staff to access online versions of bills, providing a more personalized interaction and allowing for much quicker resolution of discrepancies or questions.

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Whether for a single payment or auto-pay, they can make secure payments online. Although e-payment is an optional feature, it is often a key component of many online utility billing systems. This feature alone can improve cash flow, customer satisfaction and your image in the marketplace.

Powerful Partnerships

As a result of the tough economic environment, or just to be more cost efficient, many public utilities are relying on legacy CISs. Oftentimes these systems are both difficult to use and offer limited flexibility. But deregulation and new competition are forcing utilities to bolster their customer service offerings, which require the implementation of new systems or upgrades to existing technology. While this creates new challenges, it also opens the door to added capabilities.

Fortunately, our close and successful partnerships with CIS providers, including Oracle and SAP, allow public utilities to meet these challenges head on, and succeed. By combining the strengths of Pitney Bowes Business Insight and the CIS provider, you benefit from an integrated solution that can lower your operating costs while improving the level of your customer satisfaction.

By combining flexible document composition tools with high-speed, high-volume document repositories, our integrated CIS solutions allow you to create an enhanced customer experience in the most cost-effective manner.

Focus on Utilities

At Pitney Bowes Business Insight, we know the public utilities industry and the challenges you are facing in today's market. Our solution suite delivers functionality to help support critical customer communications and business processes. The Pitney Bowes Business Insight best-of-breed and end-to-end solutions provide a unique way for organizations to maximize control, flexibility and cost efficiency.

THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Pitney Bowes Business Insight (PBBI) provides a unique combination of location and communication intelligence software, data and services that enable organizations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximizing the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers in today's global markets. Leading organizations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit www.pbbusinessinsight.com and www.pb.com for more information.

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