

PREPAY AT A GLANCE

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YOU MAY BE ASKING WHAT IS PREPAY?

Prepaid Metering is an old service offering that is gaining renewed interest with the implementation of smart metering in North America and the recent downturn in the economy.

It allows customers to pay in advance for the services they use and to monitor their own usage so that they know when to purchase more.

Also, it allows Utilities to reduce collection expenses and reduce bad debt by avoiding all the back office and field activities associated with delinquent customers.

How does this benefit both the customer and the utility company?

***EASY**....let me show you how.*



CUSTOMERS BENEFITS

- No more deposits...No due dates...No late fees!
- No more billing surprises! Instant information at your fingertips.
- Prepay allows customers to pay their utilities in advance and monitor consumption.
- Customer chooses their notification method by receiving an IVR call, Text message or Email.
- 24/7 payment options – Kiosk, Web, IVR, Bank Draft or Recurring Credit Card



BENEFITS OF INTEGRATION

- Allowing the customer to pay in advance could help reduce collections activities and expenses associated with bad debt customers.
- Save money by not sending out paper bills, reminder and termination letters.
- Reduction in connection/disconnection expenses and response time due to the AMI capabilities to connect/disconnect remotely.
- Less time managing accounts and more time helping the community.



SMARTPAY

A graphic featuring a pair of red, vertically pleated curtains. The curtains are pulled back in the center, revealing a dark opening. The text "Coming Soon!" is written in a white, bold, sans-serif font across the opening. In the background, behind the curtains, the letters "st" are visible in white, and "ru 7" is visible in a smaller, teal font.

Coming Soon!

BTU'S SMARTPAY PROGRAM



SmartPAY will include all services: Electric, Water, Waste Water, Solid Waste, Drainage & Transportation and Security Light.

Customers who have old debt will be able to pay their debt at a 30% payback. This helps the customer obtain utilities and provides a great collection tool to reduce write-offs.

HOW DOES THE CUSTOMER APPLY FOR SMARTPAY?

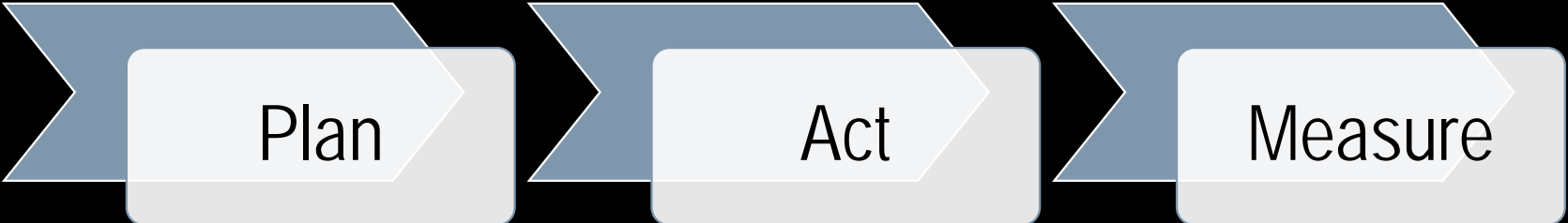
- The customer can apply in person or on our website.
 - Customer signs SmartPAY application agreement.
 - For new customers, the security deposit will be waived. Existing customers who have deposits will have their deposits applied to their utility account.
 - The initial payment to activate the SmartPAY account will be \$50.00. After account activation, the customer will be able to purchase a smaller amount.
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COMMUNICATION TO EMPLOYEES AND CUSTOMERS

Educate your
TEAM

Educate your
Customers

Newsletters,
Pamphlets, Media,
Facebook, etc.



Plan

Act

Measure

IDENTIFY THE PROJECT PLAN:

- Purpose and desired outcome
- Project requirements
- Needs
- Potential stakeholders & issues



ESTABLISH THE PLAN OF ACTION:

- Internal Team – Include Billing, Customer Service and IT
- Effective engagement approach
- Decision-making process
- Employ appropriate engagement tools and create test cases of live scenarios
- Establish stakeholders expectations & objectives
- Listen, consider & respond to stakeholders concerns
- Identify alternatives solutions based on technical reasons and stakeholders input
- Evaluate effectiveness
- Prepare a Mock go-live
- Have a pilot program – Involve employees in your pilot. They are your best critics.

ESTABLISH THE PLAN OF ACTION CONTINUED:

- Reward your Project Team – Projects are strenuous so reward them with food. That always keeps them **HAPPY!**



MEASURE:

- Document & adapt to lessons learned & best practices
 - How successful was the implementation
 - Survey your customers
 - ✓ Did the representative educate them on the process and how it will work?
 - ✓ Were they satisfied with the product and service?
 - ✓ Do you have any suggestions for improving our product and service?
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SUMMARY

Prepay is a great way to let customers be in control of their utilities. They can set up their own payment schedule. It will teach them to be more conservative with their utilities.

In conclusion, have a plan of action on how you will implement your prepay, educate your employees & customers and measuring the product.

Thank you for your time.

CONTACT INFORMATION

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