

San Francisco Public Utilities Commission Delivers Easier-To-Read Bills and Enhanced Customer Service

SUMMARY

Faced with a growing number of billing-related customer calls, San Francisco Public Utilities Commission (SFPUC) decided on Group 1 Software’s suite of Customer Communication Management (CCM) solutions to create easier-to-read billing statements. The new, more detailed statements have reduced incoming calls, and the secure electronic store and manage capabilities have enabled customer service representatives to provide quicker and more informed answers to customer inquiries.

THE COMPANY

The San Francisco Public Utilities Commission (SFPUC) is a department of the City and County of San Francisco that provides water, wastewater, and municipal power services to San Francisco. Under contractual agreement with 28 wholesale water agencies, the SFPUC delivers reliable, high-quality drinking water to 2.4 million customers in San Francisco, San Mateo, Santa Clara, and Alameda Counties.

THE BUSINESS CHALLENGE

Like many utilities, telcos, and other businesses, SFPUC’s billing statements are composed of multiple fees and calculations, which can raise questions with customers if presented in a confusing format or without full details. In the case of SFPUC, this confusion was lowering the productivity of its customer service representatives (CSRs) and impacting business efficiency.

“We were experiencing an increased number of incoming calls with billing questions specific to the detailed calculation of water and wastewater charges, including the rate structures,” said Marge Vizcarra, SFPUC’s manager of customer service. “We knew we had to redesign our bills.” In addition to creating new bills, SFPUC also needed a faster, more efficient system for CSRs to access customer billing records in real-time to be able to resolve issues faster, answer more calls, and reduce the number of call backs that were required.

THE SOLUTION

SFPUC implemented DOC1® Series 5 and components of Group 1’s e2™ Suite of online solutions, e2™ Vault and e2™ Service, to improve its customer billing operations and customer service.



DOC1 Series 5 and the e2 Suite are cornerstone components of Group 1 Software’s portfolio of CCM solutions, which simplify the gathering and manipulation of data, streamline document creation and distribution, and ensure that information is accessible and secure. DOC1 Series 5 enables businesses to easily design and generate high-volume, personalized communications for multi-

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– Marge Vizcarra

Manager of Customer Service

San Francisco Public Utilities Commission

channel delivery. The e2 Suite provides electronic distribution and document management, a secure, high-performance vault for storing and retrieving all customer data and documents, and e-billing, online account management, and call center service capabilities.

SFPUC is using DOC1 Series 5 to design, generate, and produce easy-to-understand utility bills – over 90,000 bills each month. These documents are then stored in Group 1's e2 Vault, a high-speed archive and retrieval system. e2 Vault provides real-time indexing, compression, storage, and retrieval of documents and data in their native format, delivering a fast and seamless online deployment and quick access to all documents, regardless of size or age.

“All our customers now have more easy-to-read billing information readily available. And, if they have a question, our CSRs can access exact replica documents to quickly resolve it.”

About Pitney Bowes Group 1 Software

Pitney Bowes Group 1 Software turns data into results, providing innovative software solutions that enable our clients to better understand and connect with their millions of customers, prospects and partners. Group 1 helps over 3,000 organizations maximize the value of customer data to improve profitability, increase effectiveness and strengthen customer relationships, through consolidating, cleansing and enriching corporate data, and generating personalized business documents for multi-channel delivery, customer care and efficient business processing. Our comprehensive Customer Communication Management (CCM) solutions span from database to delivery, adding value to every aspect of communication and allowing clients to integrate intelligence throughout their mailstream.

THE RESULTS

The dual impact of easier-to-read and more informative billing statements, combined with faster and more comprehensive access to customer information, has delivered tangible benefits for SFPUC customers and CSRs alike.

- >> The improved bill has helped reduce billing-related inquiries into the utility's call center
- >> Using e2 Service, SFPUC customer service agents can gain fast access to customer bills online, enabling faster call closure and fewer call-backs
- >> The solution integrates with the utility's existing CIS system, allowing the CSR, who is viewing a customer record, to quickly call up the last monthly bill
- >> As additional months are stored, the CSRs are able to review up to seven years of bills and store up to 210,000 pages per month

“With Group 1 Software's DOC1 solution, our bills are clean and easy to read. In addition, we've added more detailed account information, as well as a graphical annual consumption history,” said Vizcarra. “All our customers now have more easy-to-read billing information readily available. And, if they have a question, our CSRs can access exact replica documents to quickly resolve it.”



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