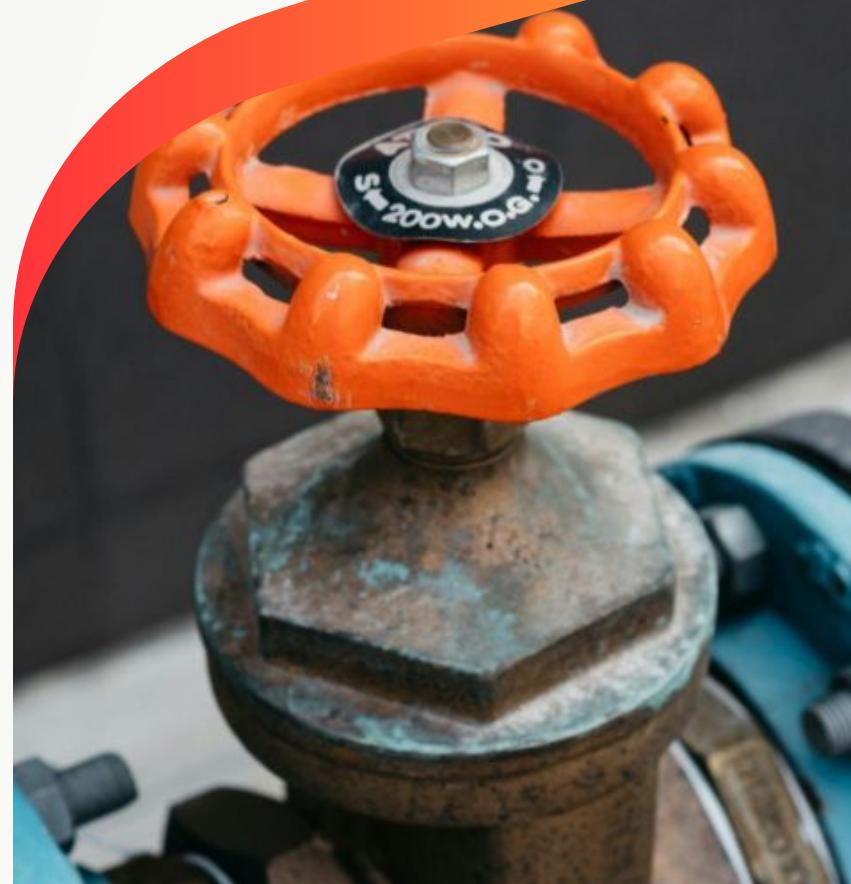


INDUSTRY | UTILITIES (ELECTRIC)

# Energy Provider

(Phase 1)



# An ASX-listed public company headquartered in Sydney. The company is a major integrated electricity generator and electricity and natural gas retailer.

## Challenge

Our client needed to introduce an automated default listing process into its dunning strategy so it could identify delinquent accounts, encourage repayment, and (if necessary) register customer debt with a credit reporting agency.

- The energy provider was limited in its ability to identify and recoup unpaid debts from retail and business LPG (liquid petroleum gas) customers
- The company's existing approach to delinquency resolution relied on manual account-flagging and outreach
- The organization's debt collection process was inefficient, subject to human error, and resulted in revenue leakage when accounts remained delinquent

## Solution

We redesigned the energy provider's existing LPG debt collection workflow and utilized Marketing Cloud & Service Cloud to facilitate timely account flagging, customer notification, and debt collection activities.

- Introduced a default listing process into the company's existing LPG debt collection workflow
- Implemented Marketing Cloud + Ampscript to facilitate customer communications
- Integrated Service Cloud with the company's existing (Zuroah) billing system to enhance case lifecycle management
- Provided change management support to drive user adoption & implementation ROI

## PRODUCTS USED (Phase 1)

Service Cloud

Marketing Cloud Account Engagement

## Outcome

Post-project, the energy retailer can more effectively:

- Identify unpaid accounts
- Emphasize the importance of addressing aging debts
- Incentivise customers to reach a repayment agreement
- Drive repayment within its delinquent customer base

