



Energy Provider

Industry - Utilities (Electric)



Products Used - Marketing Cloud
Service Cloud



Industry

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

Products Used

-  Marketing Cloud Account Engagement
-  Service Cloud

Phase 1

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

Value Delivered



Gerent 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. Our team:

- 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

Results



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