

CASE STUDY

San Francisco Public Utilities Commission

“ALL OUR CUSTOMERS NOW HAVE MORE EASY-TO-READ BILLING INFORMATION...”

Marge Vizcarra, Manager of Customer Service, San Francisco Public Utilities Commission

SAN FRANCISCO PUBLIC UTILITIES COMMISSION DELIVERS EASIER-TO-READ BILLS AND ENHANCED CUSTOMER SERVICE.



Challenge

San Francisco Public Utilities Commission (SFPUC) faced a growing number of customer service calls and customer dissatisfaction due to a confusing billing statement format.

Solution

The organization implemented DOC1® Series 5, along with e2™ Vault and e2™ Service, to improve its customer billing operations and speed customer service response.

SUMMARY

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.

Faced with a growing number of billing-related customer calls, SFPUC decided on Pitney Bowes Business Insight'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.

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.

SFPUC implemented DOC1® Series 5 and components of Pitney Bowes Business Insight'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 Pitney Bowes Business Insight'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-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.

“WITH PITNEY BOWES BUSINESS INSIGHT’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.”

Marge Vizcarra, Manager of Customer Service, San Francisco Public Utilities Commission

RESULT

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, CSRs are able to review up to seven years of bills and store up to 210,000 pages per month

“With Pitney Bowes Business Insight’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.”

THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

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 Pitney Bowes Business Insight’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.

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