

The power of mobile wallets: How one utility company drove savings and satisfaction with mobile billing



THE CHALLENGE

- This Fortune 500 energy services holding company wanted to enhance the customer experience.
- The utility wanted to expand its digital payment options via smartphone wallet apps.
- It was also looking for ways to increase paperless adoption.
- The solution needed to provide more choice and convenience while furthering the company's customer-first and digital engagement strategies.

THE SOLUTION

- The utility added the ACI® Walletron™ mobile wallet bill presentment capability to its existing ACI Speedpay® solution.
- This gave customers an improved eBilling experience while cutting mailing costs.
- Customers can now receive and pay their monthly bill through their native smartphone app: Apple Wallet (iPhone) or Google Wallet (Android).

A Fortune 500 energy services holding company wanted to expand its digital footprint and offer its customers greater choice and convenience in accessing and paying their bills. The forward-thinking utility recognized the consumer trends toward using native smartphone mobile wallet apps like Apple Wallet and Google Wallet for storing event tickets and airline boarding passes — a trend it felt could benefit both its customers and bottom line.

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We wanted to create a new solution for our customers who were using electronic wallets for other purposes, and we saw that momentum building. ACI brought this solution to us and the timing was just right.”

VP of Customer Experience

Utility goes mobile

This utility company selected the award-winning ACI Walletron technology, part of the ACI Speedpay solution, to offer its customers a simpler, more convenient way to access and pay their bills. ACI Walletron enables customers to leverage the native Apple Wallet and Google Wallet apps on their phones, allowing them to view their bills without needing a username or password.

To accomplish this, ACI Worldwide and the utility teams worked closely together to achieve a smooth implementation and deployment.

“The experience with ACI has just been terrific,” said the VP of Customer Experience. “We have been a long-term partner, but we needed ACI to be able to integrate with our customer information systems that are more than 40 years old. ACI was able to do this seamlessly, and more importantly, reliably. This is extremely important to our customers. And the speed to deployment was so fast.”



THE RESULTS

- As of February 2023, ACI Walletron adoption is 7.6% of the company's digital footprint, representing 97,096 enrolled customers.
- 1.2 million new mobile wallet bills delivered in 2021 resulted in \$160,000 in bill delivery cost savings.
- Increased customer satisfaction and an improved J.D. Power Gas Utility Residential Customer Satisfaction Study rating showed growth in the utility's Billing and Payment Index and Overall Customer Satisfaction.

A key feature of ACI Walletron is the ability to offer a transactional component for customers to not only view bills, but pay them as well. This on-demand access was vital in helping them accomplish another large goal — increasing paperless adoption.

Coupled with the expansion of its paperless (My Account) and email (eBill) options, the utility can now offer customers a truly digital-first experience.

Instant success

Within the first month of launching ACI Walletron, overall paperless adoption increased by 1,700 customers. In 2021, ACI Walletron adoption was 6.8%, representing 80,925 enrolled customers. As of February 2023, ACI Walletron adoption is 7.6% of the company's digital footprint, representing 97,096 enrolled customers. Of its existing ACI Walletron customers, 63.3% made the switch from another form of paperless billing, while 33.3% have enrolled in paperless for the first time.

“We have had an incredible rate of adoption,” said the VP of Customer Experience. “For our base, those that wanted to go digital had already done so. **We needed to provide a reason to more of our customer base to go digital, and ACI Walletron was just that incentive.**”

To help drive further adoption, the utility created a series of self-service videos to help customers understand the ease of signing up. It is also exploring opportunities to use text capabilities to give customers an easier way to sign up digitally, part of its “Text To” initiative.

The numbers supporting further adoption speak for themselves. Between January 2021 and December 2021, the utility delivered more than 1.2 million mobile wallet paperless bills to customers, resulting in a bill delivery cost savings of \$160,000.

What's more, its position in the J.D. Power Gas Utility Residential Customer Satisfaction Study improved, showing growth in both the Billing and Payment Index and Overall Customer Satisfaction.

As an early adopter of mobile wallet app technology, this utility company has shown the power of convenient, on-demand, digital-first experiences. To learn more about how ACI Worldwide can transform your utilities payments platform, visit aciworldwide.com/industries/utility.

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We need to stay top of mind and eliminate pain points for our customers, and deliver the right solutions for them to meet their needs.”

VP of Customer Experience

ACI Worldwide is a global leader in mission-critical, real-time payments software. Our proven, secure, and scalable software solutions enable leading corporations, fintechs, and financial disruptors to process and manage digital payments, power omni-commerce payments, present and process bill payments, and manage fraud and risk. We combine our global footprint with a local presence to drive the real-time digital transformation of payments and commerce.

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