

#### 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 ACI® moBills™ 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 Pay (Android)

#### THE RESULTS

- As of May 2020, ACI moBills adoption is 7.6% of the company's digital footprint, representing engagement of 73,400 customers
- 33.3% of ACI moBills users have enrolled in paperless for the first time, delivering a substantial cost savings
- Increased customer satisfaction and improved J.D. Power Gas Utility Residential Customer Satisfaction Study rating, showing growth in the Billing and Payment Index and Overall Customer Satisfaction

## The Power of Mobile: How One Utility Company Drove Savings and Satisfaction with Mobile Billing

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 in using native smartphone mobile wallet apps Apple Wallet and Google Pay 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 IT WAS THE RIGHT TIME. WE HAD HEARD THE VOICE OF THE CUSTOMER AND THEY WERE SAYING THAT THEY NEEDED SOMETHING LIKE ACI moBILLS, AND TIMING WAS JUST RIGHT.”**

*VP CUSTOMER EXPERIENCE*





**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 Customer Experience



## Utility Goes Mobile

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

To accomplish this, the 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.”

A key component of ACI moBills 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, they can now offer customers a truly digital-first experience.

## Instant success

Within the first month of launching ACI moBills, overall paperless adoption increased by 1,700 customers. Less than a year later, ACI moBills adoption is 7.6% of the company’s digital footprint, representing engagement of 73,400 customers. Of its existing ACI moBills customers, 63.3% (~42K) have 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. 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 moBills was just that incentive.**”

To help drive further adoption, they 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.

ACI Worldwide is a global software company that provides mission-critical real-time payment solutions to corporations. Customers use our proven, scalable and secure solutions to process and manage digital payments, enable omni-commerce payments, present and process bill payments, and manage fraud and risk. We combine our global footprint with local presence to drive the real-time digital transformation of payments and commerce.

## LEARN MORE

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The numbers supporting further adoption speak for themselves. Between July 2019 and May 2020, they delivered approximately 450,000 mobile wallet paperless bills to customers, resulting in bill delivery cost savings of \$60,000. During this same period, customers not on AutoPay submitted approximately 106,000 mobile wallet payments.

What's more, their position in the J.D. Power Gas Utility Residential Customer Satisfaction Study improved, showing growth in 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](http://aciworldwide.com/industries/utility).

