

Atmos Energy sets sights on boosting customer satisfaction by revitalizing print communications with a document redesign.



Client Profile

Atmos Energy Corporation is one of the largest natural gas-only utilities in the United States. Headquartered in Dallas, Texas, Atmos Energy operates in 6 divisions, serving 1,400 communities and 8 states from the Blue Ridge Mountains in the East to the Rocky Mountains in the West. Atmos energy delivers safe, clean, reliable, and affordable natural gas to over 3 million customers and continues to invest in new pipelines to ensure they're the nation's safest natural gas provider.

KUBRA Profile

KUBRA offers the most comprehensive customer experience management solutions available to the utility industry today. KUBRA offers a full suite of solutions including billing and payments, utility mapping, mobile apps, and proactive communications.

KUBRA provides customer experience management solutions to some of the largest utilities in North America, including 8 of the top 10 gas and electric utilities in the U.S. KUBRA supports over 190 utility clients across North America delivering over 39 billion payments, more than 360 million mail pieces, over 168 million online payments, and more than 52 million outage map views.

Products Deployed

- KUBRA iDoxs™ Suite E-Billing Platform
- KUBRA iMail™ Document Print and Mailing
- KUBRA Document Redesign

The Goals

- Increase customer satisfaction with clarity of bill presentation and terms.
- Increase natural gas customer loyalty with value-added energy information and tips by moving to on-document inserts (on-serts) and away from physical inserts (with the exception of regulated inserts).
- Maintain brand consistency across all bill designs.
- Meet state regulatory guidelines and increase visibility of company messaging and gas safety information.
- Leverage current technology with KUBRA to move to full-color printed bills.
- Maintain current SLAs with flat cost for production.

The Challenges

Taking on a new project to redesign a key customer touch point presented Atmos Energy with challenges. These included getting others in the company to buy into the idea of redesigning their customer-facing print documents with customer satisfaction in mind, getting a general consensus on the overall document design, and integrating a solution that works well with their existing CIS system.

Atmos Energy Customer Bill: Before

The Solution

Atmos Energy partnered with KUBRA to enhance their bill print communications. The document enhancements included:

- Leveraging dynamic bill messaging and on-document inserts to communicate programs in a more visible and attractive manner.
- Enhancements to usage and temperature comparison charts such as 13-month gas usage to provide customers with more insight into usage.
- Essential upgrades such as moving to full-color print to highlight important elements of documents and allow for eye-catching on-document inserts.

- Rearranging bill content to suit the way customers are consuming bill details, which includes a two-page layout with bill summary information on the front page and charge details on the second page.
- Increasing readability by eliminating redundancy and updating the language used for more clarity, such as replacing “-“ with “credit”.

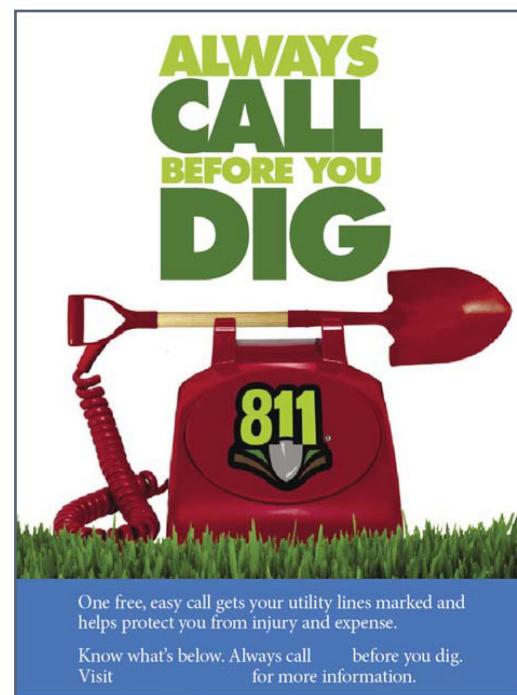
In addition, Atmos Energy developed marketing communications such as inserts to give customers clear and advanced notice of the upcoming bill updates.

To ensure the redesign efforts were on the right track, Atmos Energy conducted an online customer survey about the redesigned bill and the new email notification.

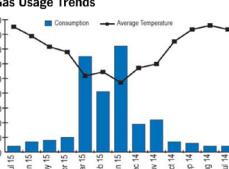
- Completion target: 800 surveys
- Survey Goal: Capture 100 surveys for each state across 8 states

The completion goal was met with 863 total surveys, resulting in an overall response rate of 7%.

Atmos Energy On-Sert



Atmos Energy Customer Bill: After

ATMOS energy		Customer Number: 000000000			DUE DATE 06/03/15		TOTAL DUE \$90.00	
Gas Usage Trends		Customer Name: John Smith Service Address: 123 Main Street Mississauga, ON, L4W 5B1			Account Summary (see reverse for detailed summary)			
					Billing Date: 05/15/15			
					Previous Balance 100.00 Payment/Adjustment Period 50.00 Past Due Balance 50.00 PAY IMMEDIATELY Current Charges 40.00			
					Total Amount Due 06/03/15: \$25.55			
					NO PAYMENT REQUIRED			
Important Messages Call us immediately if you smell gas! If you suspect a natural gas leak, take these precautions: SMELL for a "rotten egg" odor, LISTEN for an unusual hissing or blowing sound. LOOK for blowing dirt, a bubbling creek or dry spots in moist areas. LEAVE the area immediately. DO NOT smoke, use any telephone, turn on or off appliances or operate vehicles or equipment that could cause sparks. If you suspect a gas leak, don't wait! Call us at 911.					Bill is due upon receipt. If current bill is not paid by the due date, a penalty (if applicable) will appear on your next bill. Prior amounts already paid may result in disconnection. To stop receiving your paper bill and pay online, go to www.whychoosenaturalgas.com and sign up today.			
					Contact Us: Emergency Phone 24/7: Customer Service M-F CST:			
					Homes with natural gas appliances produce about half of the carbon dioxide emissions of all-electric homes. Coupled with lower energy bills and convenient amenities, natural gas is the right choice for the planet and your family.			
					<small>Learn more at WhyChooseNaturalGas.com</small>			
<small>Keep this portion with your payment and include customer number on check or money order. If paying in person, please bring this bill.</small>								
<small>page 1 of 2</small>								
ATMOS energy		Customer Number Due Date Total Amount Due						
		000000000 06/03/2015 \$90.00						
					Amount Enclosed: \$ _____			
					<small>RRMAIL-ATMOS-20150202-72278-a9</small> JOHN SMITH 123 MAIN STREET MISSISSAUGA, ON L4W 5B1			
					<small>P.O. BOX 00000 ST. LOUIS, MO 63179-0311</small>			
					<small>08620000003000000010411234</small>			

Customer Barbara wanted Atmos to know that she is very satisfied with the new bill. She loves the highlighted parts. She said it was very easy to understand and went on to say great job!

Helen called to let Atmos know how much she likes the new bill format – she has some vision problems and she states the new bills are much easier for her to read. She wishes all of her other utilities would make their bills like Atmos' bills.

A customer called who actually had a credit balance for several months, but it keeps increasing because she's been paying the credit each month not noticing that it was a credit and no payment was due. With the new bill, she was clearly able to see that her balance was indeed a credit. Nice improvement!

The Results

Based on the online survey, 90% of the customers said the redesigned bill and email were either much or somewhat improved. Atmos Energy customers were thrilled with the new bill design.

In addition to an increase in customer satisfaction, Atmos Energy witnessed improved timelines for payments received.

Due to the positive reception of their new full-colored bills, Atmos Energy plans to explore using color on other customer-facing documents such as termination letters.

The success of the redesigned bills has driven Atmos to reevaluate print communications on a consistent basis. The Atmos corporate communications teams will continuously evaluate the inserts, on-document inserts, and bill messaging needs, keeping in mind that color and creativity is now an option.