

WaterOne gives print communications new life and purpose with a document redesign that drives electronic and recurring payments.



## Client Profile

WaterOne is an independent, public water utility connecting over 425,000 residential and commercial consumers to fresh, clean water every day. WaterOne supports a customer base representing 15% of Kansans within a service area of 272 square miles with 2,600 miles of infrastructure. Since its incorporation in 1957, WaterOne has grown from supplying 5 million gallons of water per day (mgd) to 200 mgd a day to meet the needs of their consumers today.

## 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 Printing and Mailing
- KUBRA EZ-PAY® On-Demand Payments
- KUBRA Consumer Marketing Services - Document Redesign

## The Goals

- Incorporate consistent design elements - color, branding, and segregate information
- Feature and highlight key information
- Include a message area for marketing placement
- Address common customer pain points
- Establish a consistent corporate image across multiple customer-facing documents
- Drive customer behavior with full-color - create a sense of urgency on notices
- Increase electronic and recurring payments
- Reduce inbound calls to call center and walk-in traffic

## The Challenges

The last time WaterOne updated their customer-facing print documents (invoices, notices of discontinuance, past due notices, and final notices) was back in 2005. The black and white print was not relaying the urgency of their dunning notices and their brand identity and key information was getting lost in their lackluster design.

Brand consistency was also lacking across documents. Fonts, logos, date formats, and nomenclature were not displayed the same way on the invoice as they were on the notices, causing confusion and working against WaterOne's brand recognition.

The existing layout of the Water One invoice was not created with promotional messaging in mind. Water One needed to rearrange their document layout for ad space to promote online payments and paperless billing.

### The Solution

KUBRA offered WaterOne an omni-channel billing solution to boost electronic bill payments among customers.

WaterOne moved to full-color print to take advantage of color highlights and boost brand recognition. The blues from the WaterOne logo were used throughout the new design to highlight important elements such as amount due and the usage chart. Red was used on the dunning notices to create a sense of urgency.

Customer feedback from inbound customer service calls and emails were used to identify pain points and allowed KUBRA and WaterOne to work together to develop a bill layout that addressed these concerns.

WaterOne consumers were notified of the updates to their documents via mail inserts, updates to their corporate website, and social media.

### The Results

The new documents were released in two phases. Phase one focused on the launch of the new invoice, which went live in less than four months. The second phase for the new dunning documents went live in 10 months.

The launch of the new document designs went very smoothly. WaterOne considered the little feedback from their customers to be an affirmation of the design's intent to update materials consistent with its corporate brand and high brand equity.

WaterOne experienced a 5% decrease in customer call volume with regard to invoice questions.

### The Next Steps

Moving forward, WaterOne will continue to evaluate customer-facing print documents with a goal to engage in a bill refresh in 2021. Additionally, WaterOne has plans to update their website to reflect the new bill and notices.

Based on the success of the document redesign project with KUBRA, WaterOne plans to update their KUBRA EZ-PAY application, as well as integrate the KUBRA call center for optimal security and compliance.

Before

After

Insert communication