

## Pyrios Case Study:

# Paper cuts



## Pyrios turns energy provider's customers on to paperless billing

### SMS delivers timely payment reminder; email delivers customer bill; CRM automates process

Customers expect convenience, especially when they want to pay for stuff. Perhaps that's why bills arriving in the letterbox are so often left in a forgotten heap on a corner of the kitchen bench. It's not until the friendly reminder arrives that customers get round to paying online or writing a cheque.

But smart retailers understand that late payment is more a function of poor memory than avoidance – and if their bills arrived via a more convenient channel, like email, with an equally convenient SMS prompt, there'd be fewer late payment reminders to post.

Looking to cut paper processes and improve customer experience, Western Australian energy provider Synergy hatched a plan to shift more customers to paperless billing. Just 15% of its one million-plus customers received

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### PROJECT SNAPSHOT:

<b>Client:</b>	Synergy – Western Australia's largest energy retailer and generator
<b>Challenge:</b>	Provide a better customer experience and reduce operational costs
<b>Solution:</b>	Automated customer experience SMS application, integrated with CRM
<b>Benefits:</b>	Immediate 10% increase in customers opting for paperless billing, and improved customer experience. Printing and postage costs slashed. Late and 'forgotten' payments plummet

their bills via email. However, research told them that a significant chunk (40%) of these customers opted for email to lessen their fear of "forgetting to pay". But using fear as a lever didn't sit right with Synergy. How could they re-position their paperless billing service as a customer service delight factor?

## How Pyrios brought convenience to bill paying

Working with Synergy's CRM platform and outbound management toolset, Pyrios developed an SMS application to automatically trigger SMS alerts reminding customers to pay their bills.

Sending up to 33,000 SMS messages per month, the application uses CRM data to personalise messages according to amount owed, payment history, customer segments, and other criteria. Messages are scheduled according to customer preferences.

## Less paper; more on-time payment

Synergy's customers are taking to paperless billing, with a 10% lift in email opt-ins within months of the SMS reminder service launch.

**10%**  
lift in email opt-ins  
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Synergy benefits on two fronts: emailed invoices slash printing and postage costs; and SMS reminders reduce late and 'forgotten' payments.

Customers also win, avoiding late payment, and reducing inevitable kitchen bench clutter!

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