

Utilities tip sheet

How to optimize your consumer energy assistance and efficiency programs to lower customer bills and reduce past-due balances.

In today's challenging economic environment, it's more important than ever for utility providers to adopt strategies and processes that preserve positive customer relationships without hurting their bottom line. How can you more accurately assess your customers' ability to pay and provide relief to those who need it most? It's easier than you think.

START with a robust contact channel alignment strategy

Embracing digital technologies is essential to developing an **effective consumer contact strategy**. Digital communications, such as emails and text messages, allow you to more easily engage with your consumers on the channels they prefer.

By verifying consumer contact information during new services requests and appending missing elements, you can assure those who are eligible for need-based financing are aware of the many ways to lower their utility bills. With an accurate consumer database, you can **improve communication** and successfully collect from higher-income consumers.

CONTINUE with an accurate assessment of household income

Accurately verifying consumer income is critical in order to identify consumers who may be eligible for income-based assistance programs and proactively share services available. Having more insight into your consumers' financial capacity, especially during the onboarding process, allows you to **provide relief to those who need it most** before they encounter difficulties paying their bills.

By using household income assessment solutions periodically, you can reach out to vulnerable customers with targeted finance programs and eliminate the cost, time and resources needed to **optimize enrollments**.

BENEFIT from fewer customers falling behind on their payments

Americans are facing financial struggles amidst the ongoing COVID-19 crisis — and that includes paying their energy bills. By providing your consumers with home energy assistance and efficiency program options before they fall behind on their payments, you can **decrease debt stress** and **improve your bill-to-cash metrics**.

Additionally, sifting through your current customer database to identify consumers eligible for financial aid based on their household income will ultimately help save you time, **maximize your resources** and lessen past-due balances.

DELIVER an overall better customer experience

The increase in the amount of time spent at home due to coronavirus lockdowns has made way for a dramatic rise in omnichannel messages. By providing on-the-spot consumer care and self-service solutions, you can eliminate barriers to connect with your customers and make it easier for them to **solve their past-due obligations**.

Adopting an omnichannel messaging strategy can result in better recovery rates, **reduced costs** and a real opportunity to **improve long-term customer loyalty**.

Providing qualifying customers with need-based financial assistance is key to creating a positive overall customer experience. Having a better understanding of your consumers and their financial limitations can help minimize late payments, increase cash flow and streamline your operations.

Experian® helps utility providers optimize their processes and capabilities with unparalleled data, analytics and technology.

Ready to get started?

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