

ENSTAR Natural Gas Company provides natural gas service to about 146,000 customers. With more than 3,100 miles of distribution lines, ENSTAR's service area encompasses more than 58% of the population of Alaska.

Physically Mailing Out Delinquency Notices

Every agency faces the decision to move from manual to automated processes for a variety of reasons, and each agency has its own challenges to address. ENSTAR, a natural gas company based in Alaska, was physically mailing out notices to customers with overdue bills and notices prior to sending the debt out for collection. Seeking a better way to increase their efficiency and improve customer service, ENSTAR partnered with Selectron to move away from manual, labor-intensive processes.

Selectron Streamlines Delinquency Notifications

ENSTAR considered two main drivers for switching from their existing manual process to moving to a Selectron solution. First, the agency desired to gain efficiencies and reduce costs associated with physically mailing an average of 4,000 overdue bill notices each month. This included a lengthy process involving a third-party vendor who charged a fee to pick up, compile, and send the notices. ENSTAR also desired to leverage Selectron's ability to send email notices and outbound calls, which was additional functionality the utility had not previously optimized. ENSTAR decided to partner with Selectron to meet the demands of the customers who wanted more real time electronic communication.

As a result, ENSTAR has increased efficiency, enhanced customer service, and improved internal processes. Some examples of these improvements include:

- 80% of all shutoff notices are now delivered through email
- Significant cost reductions in paper and postage supplies, as well as third party costs
- Reduction of bad debt and delinquent customers
- Reduced customer frustration by providing real time, multi-channel communication
- Quicker turn-around time in responses from customers
- Increased administrative efficiency through automated processing and tracking of communication

Looking forward, ENSTAR will continue to build on its achievements through utilizing Selectron's solutions and is considering changing more of its physical citizen mail correspondence to an electronic process.

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CHALLENGE
Manual, labor intensive process for notifying utility customers

SOLUTIONS PROVIDED
Utility IVR
Outbound Notifications

RESULTS
80% of all shutoff notices now delivered electronically

Significant cost reductions in paper and postage supplies

Reduction of bad debt and delinquent customers

Reduced customer frustrations

Quicker turn-around time in responses from customers

Increased administrative efficiency