



Client



Challenge

- Improve collections efficiency, recover, receivables earlier, and increase effectiveness, particularly during the winter season disconnect moratorium

Solution

Implement Varolii Interact™ to reach customers prior to disconnect notice, transfer customers to their IVR payment system, and reduce strained agent resources.

Results

- 39% reduction in account write-offs
- 19% more customers paid through Varolii than outsourced agents
- 54% increase in IVR payments
- 117% increase in promises to pay
- 36% improvement in live answers
- 7% reduction in disconnect notices

Commonwealth Edison Increases Payments with Interactive Customer Communications

After rapidly deploying Varolii to improve collections efforts, Commonwealth Edison achieves impressive results.

Commonwealth Edison (ComEd), an Exelon company, powers Chicago and Northern Illinois, distributing electricity to millions of homes and businesses. With a history of continuous improvement in revenue management, ComEd was on the lookout for ways to increase collections efficiency and effectiveness — particularly on accounts over 60 days past due. Due to resource constraints, ComEd could not fulfill 100% of their disconnect notices, a factor that greatly increased operational costs. The utility turned to Varolii to augment their existing collections process.

With Varolii, ComEd collects 80% more dollars per dollar spent than business as usual, and eliminated 7% of monthly disconnect notices over their entire portfolio. The result? More dollars collected and significant cost reductions.

ComEd: A Culture of Continuous Improvement

ComEd understands that successful revenue management requires a unique and appropriate treatment for each type of customer. Over several years, the ComEd team implemented successive measures to refine customer segments and develop effective treatments.

ComEd identified an opportunity to proactively communicate with customers before mailing a disconnect notice. Encouraging earlier payments is important since disconnects are expensive and the winter disconnect moratorium limits the utility's ability to cut service. Proactive, automated calling seemed to be the answer — but exactly how to implement one was not clear.

Effective Solution Requirements

ComEd has invested significantly in call center technology over the years — the selected solution needed to leverage those investments. Additionally, they wanted to reduce inbound call volume, so any proposed solution needed to offer customers self cure options. Finally, ComEd wanted a trusted partner, a leader in customer communications with proven results among utilities.

Today, ComEd uses Varolii's automated collections solution to contact delinquent customers, offer payment options, and transfer to the payment IVR, driving customers to self-cure without tying up agent resources. For ComEd, it's like reproducing the effectiveness of their top collections agents on their best day — for pennies a call. They can now handle large volumes of accounts, identify more right parties, and ultimately collect more payments, but at a lower cost than traditional means.

“With Varolii, we’re able to reach out to more customers, increase payment rates and better utilize our agent resources, with the added benefit of reducing operational costs.”

Donna Allen

General Manager, Customer and Marketing Services, ComEd/Exelon

More Efficient, More Effective

ComEd rigorously evaluated the proactive calling solution to compare against a traditional agent/dialer approach.

The results spoke volumes: Varolii increased residential and commercial customer payments 19% over business as usual, and cost 35% less per record treated.

Continually improving the customer experience, reducing inbound call volume, and optimizing its call center resources were vital elements of the solution. By enabling customers to self-cure through a seamless transfer to ComEd’s payment IVR, not only does Varolii steer traffic away from the call center, but it also immediately increased the volume of completed IVR payments by 54%.

Rapid and Smooth Project Implementation

From project specification to production, implementing six different collections applications was completed in just four weeks. The notifications were designed to target multiple residential and corporate account segments in both English and Spanish. Key to the rapid and smooth implementation was Varolii’s focus and experience integrating with a wide variety of back-office systems.

“We were most impressed with Varolii’s ability to integrate into ComEd’s system,” said Mark Falcone, Director of Revenue Management. “Their heavy lifting enabled us to complete the project in a short period of time at the highest level of quality.”

Expanding Throughout the Enterprise

Varolii Interact has become a strategic component of ComEd’s revenue management efforts. The immediate return on investment, positive customer experience, and increased efficiency and effectiveness has solidified its role within ComEd’s revenue management organization.

Since going live with Varolii, ComEd has added additional collections notifications to its revenue management process, contacting customers later in the collections process — after a disconnect notice has been sent, but just before the service is scheduled to be disconnected. ComEd continues to seek new efficiencies and opportunities with Varolii.



About Varolii

Varolii provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction. www.Varolii.com

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