BlastPoint

CASE STUDY

Boost Customer Assistance Program Enrollment & Recoup Lost Revenue

BlastPoint's data-backed insights helped a large, investor-owned natural gas utility* identify and engage income-eligible customers who were best fits for customer assistance programs during the Covid 19 pandemic. 20% of campaign recipients quickly enrolled, ensuring the company would receive timely payments despite the prolonged economic downturn.

RESULTS

20%

Of target customers enrolled in assistance programs

"*In this current crisis, we all know that some families are really struggling. Our goal is to identify and reach out to those in need so we can connect them to programs. We have always worked to make these connections, but now through our work with BlastPoint, we can predict who might fall into this category and reach out to them proactively*."

-- Director of Billing & Collections

*This case study has been anonymized for privacy and regulatory purposes.

OVERVIEW

BlastPoint's AI-powered technology helped our utility partner quickly boost assistance program outreach engagement and save thousands in lost revenue, simply by targeting the right customers. With insights from BlastPoint's platform, the utility sent a targeted email campaign to 6k income-eligible customers with relevant assistance program information. As a result, 1,200 customers (20% of recipients) quickly enrolled. With fewer service terminations, lower call center demands, and higher customer satisfaction, the gas company is now actively engaging more customers, saving precious money, time and personnel resources.

OBJECTIVES

Enroll more income-eligible customers in assistance programs

Minimize expensive service terminations

Generate more consistent payments to secure revenue

SOLUTION

Meeting Customers Where They Are

Understanding customers begins with understanding customer data. BlastPoint integrated internal data with relevant third-party datasets in order to identify households that would be the best fit for assistance programs. We found that there were two distinct data profiles to target for assistance programs: those who were paying late for the first time due to Covid-related issues, and those who were repeat late-payers.

These distinct customer segments empowered the company to quickly:
- Identify customers in need and understand the reasons for their late payments,
- Reveal the most appropriate modes of communication to successfully engage those customers about enrolling into programs,
- Determine the right messaging to be delivered to specific customers that would yield positive engagement and responses.

The Right Message for the Right Customers

Data-driven insights about the target customers became accessible to the team through the BlastPoint Platform, including demographic characteristics and channel preferences. As a result, the company identified email as the top channel and sent 6K top targets an email campaign with information about assistance programs, including messaging relevant for their situation. Within the coming weeks, more than 1,200 of those customers, or 20%, enrolled in an assistance program. Increasing assistance enrollment ensured timely payments and kept customers connected to power through the crisis.