

Make a statement  
with TransPromo  
communications.



Kodak enabled TransPromo  
utilities solutions

# Transform your monthly statements into customized promotions

Almost every home and business is a user of utility services. Electric, gas, LP and telecommunication bills arrive in homes even if the mortgage or the credit cards are paid off. Yes, those same bills have a poor reputation for informing recipients about the bill itself or other services that may be available from the utility provider. The Ohio Customer Council says that 40% of the calls they receive each month

are related to utility billing inquiries. Industry research indicates that only a small fraction of utility customers even understand their bills. Clearly, utility bill design holds tremendous potential for improvement as a communication tool.

## Room for improvement

When most of today's utility bills were designed, the billers were monopolies, limited by what their print devices could handle and what their billing systems could generate.

According to Betty Loeff, writing in the November edition of **Utility Automation & Engineering**<sup>1</sup>, only 20% of utility customers actually understand their bills, causing call center inquiries that represent as much as 40% of the call volume.

Most companies developed workflows that used pre-printed stock and variable data generated directly from the billing system and manipulated to print correctly on the pre-printed form.

Some companies moved to more advanced document composition systems that were capable of generating data that used electronic forms. A few even redesigned their bills to show a full color view on the web while printing monochrome images for mailing.

For most organizations, however, the design of the bill has been given little consideration. As new regulatory information must be added, it is often coerced into the existing format or sent in separate inserts. Bill recipients are often left to decipher the detail to find the amount they actually owe, and miss the regulatory information altogether. Since the mail is still the preferred medium for getting information from the utility company, it makes sense to rethink the current bill design and turn it into a vehicle for true customer communication.<sup>2</sup>

## Boost revenue opportunities

A key way to open the door to increased revenue streams from current customers is to add a promotional element to the existing statement. The marriage of the traditional transaction document, promotional offers, and even community service elements is called TransPromo communication.

A TransPromo approach to statement design allows utilities to develop proactive marketing on the statement, where the attention of the recipient is already focused. It provides a way to direct recipients to the bill payment information and to let the customer know about new products and service offerings that may be relevant based on their current use patterns. It may also provide a speedier way to inform customers of potential service

TransPromo communications incorporate customized promotional elements within the statement itself, eliminating separate ad inserts, and transforming the statement into a marketing vehicle.



TransPromo statements can integrate regulatory information, community news and customized marketing messages from you or a third-party interested in a cross-sell opportunity.

outages, upcoming maintenance plans, and even community events filtered by their ZIP code.

Using the statement instead of inserts for communicating regulatory information as well as marketing offers reduces the time needed to move information into the mail stream. Since every statement is specifically generated for the recipient, it also allows for more segmentation in the messaging. With just a bit of work, offers can be specifically targeted to match customer usage patterns.

When inserts are eliminated and all printing is done inline with statement data, the possibilities are endless!

## Strengthen customer relationships

Utility companies around the world and the U.S. have already adopted many TransPromo techniques to enhance their customer communications. Whether it is community events, maintenance plans or co-operative marketing offers, using what you already know about your customers to showcase targeted and customized information enables you to build closer relationships. In the competitive, deregulated market facing utilities today, TransPromo offers a compelling opportunity.



## If you are not sure how to begin, here's a sample plan to get you started:

### 1. Identify the types of customer communication you currently have:

- Statements with transaction detail and remittance
- Rate change and other regulatory notices
- Customer acquisition and re-acquisition solicitations in de-regulated areas
- Marketing offers for related products
- Offers for energy audits

### 2. Identify what you know about your customers:

- Name, address
- Publicly available demographic information
- Energy use monthly spend
- Information about other services and products purchased through the utility

### 3. Identify how often you communicate with your customers and what means are used:

- Monthly, quarterly, annually
- Bills, inserts, personalized direct mail, online, by phone
- How many types of communication per customer in addition to the billing

### 4. Review the material sent to the customer:

- Brand consistency (Yes, even utilities have brands!)
- Relevance of offers
- Level of personalization

### 5. Form a team to review current program:

- Include marketing, IT and product managers
- Identify communication goals
- Develop data analytics plan

- Identify changes to current communication program
- Develop plan for implementation
- Identify internal and external marketing partners, as appropriate

### 6. Execute

- New customer communication design
- Monitor and measure
- Expand marketing offers
- Increase segmentation when appropriate

### 7. Review and Improve

While there are only seven steps to this program, it can be time consuming to execute. The results, however, can be measurable changes to billing inquiries to the call center and increased use of offered services.

## Make the move today to Kodak Solutions

If out-of-date print technology is holding back your organization, it's time to take a look at today's best practices in bill and statement printing. Adopting technology that permits implementation of dynamic, full-color, personalized customer communication is a key best practice. **Kodak Versamark** Printing Solutions deliver this high-value capability, with state-of-the-art continuous inkjet printing technology. Adopting a **Kodak Versamark** Solution means that you can both communicate on a one-to-one basis with your customers and also eliminate pre-printed forms and all of the costs associated with them. TransPromo is the next paradigm shift in customer communication.

Ask us how you can use TransPromo today to create your next generation of financial communications.

#### To learn more about solutions from Kodak:

Visit [graphics.kodak.com/go/datacenter](http://graphics.kodak.com/go/datacenter)  
Or in North America, call +1-800-472-4839

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<sup>1</sup> Loeff, Betty, "Confusing Bills," Utility Automation & Engineering, [http://uaelp.pennnet.com/display\\_article/276020/22/CWC/CWCFA/none/Confusing\\_bills?\\_Give\\_customers\\_at-a-glance\\_info](http://uaelp.pennnet.com/display_article/276020/22/CWC/CWCFA/none/Confusing_bills?_Give_customers_at-a-glance_info)

<sup>2</sup> Australia Post, "How consumers want Utility Providers to communicate with them," April 2004.

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