

Case Study:

Water authority's communications flow more easily with an integrated Precisely solution

Improving customer communications

The Las Vegas Valley Water District (LVVWD), located in one of the fastest-growing cities in the United States, is a not-for-profit agency that helped build the city's water delivery system and now provides water to more than one million people in Southern Nevada. The LVVWD replaced an outdated Customer Information System with the Oracle Customer Care system and a number of Precisely software solutions to address its customer communication needs.

Business challenge

Located in one of the fastest growing cities in the United States, the LVVWD was challenged to communicate with a growing and transient customer base, including 330,000 individual accounts across multiple segments. With frequent address changes, LVVWD needed a solution that would ensure the accuracy of customer addresses. Automation of manual statements was another consideration. In general, the LVVWD needed to improve its billing and customer service offerings while maximizing efficiency.

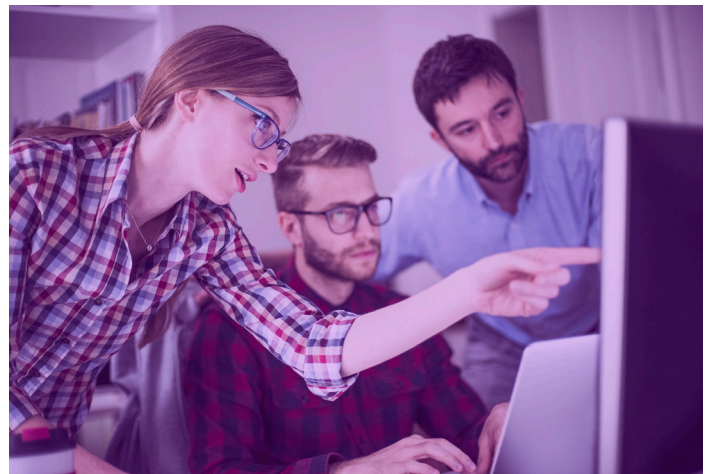
“Better formatted bills have reduced the number of customer calls that our service center receives.”

— Alisa Mann,
Customer Services Manager

Customer profile

Las Vegas Valley Water District (LVVWD)

- Not-for-profit agency that has been providing water to the Las Vegas Valley since 1954
- Challenged with communicating with a growing customer base of 330,000 individual accounts
- Implemented EngageOne™ Compose, CODE-1 Plus®, and MailStream Plus™ to automate bill generation process and increase productivity and cost savings



Solution

The LVVWD implemented EngageOne™ Compose software from Precisely, a document composition solution that automates the creation of letters, bills and statements. With the integration of EngageOne™ Compose with its existing customer billing system, LVVWD was able to generate statements automatically.

In addition to EngageOne™ Compose, the LVVWD also implemented CODE-1 Plus from Precisely. This mailing solution provides a Coding Accuracy Support System (CASS) that helps ensure the accuracy of customer addresses.

MailStream Plus has helped the organization realize additional savings with its mail sorting capabilities. This solution provides four levels of presort savings and automatically generates the extensive audit trail and mail production reports required to speed mail preparation and postal acceptance.

Finally, LVVWD implemented EngageOne™ Vault, which archives customers' statements and enables customer service staff to access an online version of a customer's exact bill. When receiving a customer call, LVVWD staff members are able to quickly access and view the same bill as the customer, providing a more personalized interaction and allowing for much quicker resolution of discrepancies or questions. Alisa Mann, Customer Services Manager, notes, "Better formatted bills have reduced the number of customer calls that our service center receives, and access to archived bills has made the customer service and resolution process faster and easier."

Benefits

With the implementation of document composition, archiving and mailing solutions from Precisely, LVVWD has been able to dramatically increase efficiency, productivity, and cost savings. Additional benefits include:

- Decrease in the number of returned statements due to improved accuracy of customer addresses
- Automation and integration of the customer billing system
- Improved customer experience due to better formatted, easy-to-follow billing statements
- Quicker resolution of billing discrepancies due to online access of customers' bills by customer service representatives

Technology used

- EngageOne™ Compose for document composition
- CODE-1 Plus for address cleansing and validation
- MailStream Plus for mail sorting and postal discounts
- EngageOne™ Vault for document archiving and access

“Access to archived bills has made the customer service and resolution process faster and easier.”

— Alisa Mann,
Customer Services Manager