



CUSTOMER SUCCESS STORY

LINCOLN ELECTRIC SYSTEM

Lincoln Electric System improves customer satisfaction, reduces late-payment and streamlines billing process with CSG Output Solutions and Message Manager.

THE CHALLENGE

Lincoln Electric System (LES) promises its customers safe, reliable, affordable power.

Servicing approximately 200 square miles within Nebraska's Lancaster County, they supply electricity to more than 118,000 residential customers and 16,000 commercial and industrial customers. Their footprint includes the cities of Lincoln, Prairie Home, Waverly, Walton, Cheney, and Emerald.

LES has been delivering on its promise of safe, affordable power for over 50 years. But they were struggling to deliver on customer satisfaction when it came to billing statements.

"THE STATEMENT JUST WASN'T WORKING. OUR CUSTOMERS WERE FRUSTRATED, AND BOTTOM LINE, THE PROCESS WAS COSTING US MONEY."

Industry research shows that 95 percent of customers open and read printed statements, making it a valuable sales and marketing tool. But customers overlooked important promotional notices, which had been obscured by a hard-to-read layout. The design and complexity of the locally printed statements led to customer service calls, slow payment, even short pays.

LES needed a billing statement that delivered information effectively and efficiently, but one that was also visually appealing.

They needed a solution that would help reduce call volume, highlight promotions, facilitate proper/timely payment, and reinforce their brand promise.



AMOUNT DUE



DUE DATE



TAXES



ONE-TIME CHARGES



PROMOTIONS



RELIABLE



SAFE



CUSTOMER FIRST



UNIVERSITY OF LOYOLA, MARYLAND STUDY “COLOR INCREASES BRAND RECOGNITION BY UP TO 80%.”

THE SOLUTION

First, CSG redesigned the billing statement, creating a logical layout that even new customers could follow at a single glance. Full-color text and graphics emphasized and drew the eye to key information such as due dates, sales promotions, and energy saving tips. White space created the perfect canvas, separating and highlighting messaging.

OLD STATEMENT

NEW STATEMENT

In addition, CSG implemented **Message Manager**, creating more opportunities for dynamic billing and relevant promotions.

LES could not only personalize promotional messages and information, but target it to specific customer types using criteria such as payment status or zip code. And they could change those messages as often as necessary using Message Manager’s secure web-based interface **Message Wizard**.

They could also automate scheduling messages, in addition to managing, tracking, and measuring the success of ad campaigns and revenue-generating messages.

LES’s commitment to the environment and desire for a strong, consistent brand were satisfied through CSG’s successful integration of their electronic and paper billing channels.

Residential - Acct.# 123456789

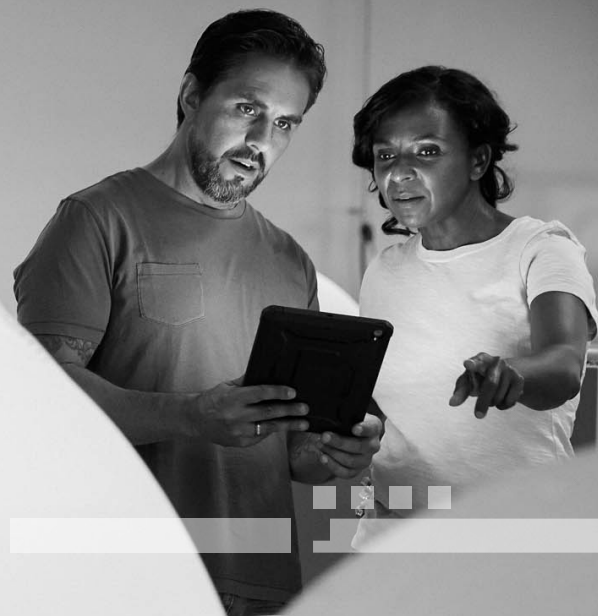
Meter #	Previous	Recent	Usage
	02/20/15	03/22/15	
3946564	79,209	79,827	618 kWh
Current Energy Charges			
Energy Charge		618 kWh	\$45.11
Customer Charge			11.15
Total Current Energy Charges			\$56.26
Taxes & Other Charges /Credits			
City Dividend			\$2.15
Sales Tax			4.09
Total Taxes & Other Charges/Credits			\$6.24
Previous Balance			26.68
Payments			(26.68)
Total Amount Due 04/30/15			\$62.50

Using strategic color placement, customers could immediately find the information most relevant to them.

**“THE NEW LAYOUT WITH STRATEGIC
USE OF COLOR MAKES IT EASIER FOR
OUR CUSTOMERS TO GLEAN ALL THE
INFORMATION THEY NEED AT A GLANCE.”**



TOGETHER, YOU WIN.



THE RESULTS

After implementing CSG Output Solution and Message Manager, LES noticed an immediate reduction in volume to the call center regarding billing statements, indicating increased customer self-help and higher satisfaction.

They also saw a difference in customer payments. More invoices were paid on time with fewer short-pays.

LES also benefited from increased awareness when it came to promotions and messaging.

**"WE ARE VERY HAPPY WITH OUR
DECISION TO WORK WITH CSG. WE SET
OUT TO SOLVE SOME SPECIFIC ISSUES,
WE DID THAT, AND MORE."**

WHY CSG

CSG is a leading document provider and Top 10 USPS mailer, generating more than 730 million printed documents every year. CSG serves both business-to-business (B2B) and business-to-consumer (B2C) industries, including telecommunications, utilities, financial services, insurance, and home security markets. We operate state-of-the-art production facilities in Nebraska and Florida, processing mail 24 hours a day, seven days a week.

With over 35 years of experience, CSG has a long-standing reputation for outstanding quality, consistency and customer service. Talk to our experts about how you can deliver clear customer communications with CSG Output Solutions.