

## How to Reduce Your Cost to Serve While Improving Customer Service



- Personalized correspondence fosters customer loyalty and increases demand response
- Electronic bills and customer self service reduce costs and advance sustainability
- Accurate bills and notices improve collections and streamline call center resources
- Seamless integration with SAP Systems creates accurate documents in high-volume environment

# Smarter Bills Deliver More Value at Lower Cost

Every Utility's most consistent customer touch point is the bill. Billing is also the single most important business process.

Environmentally friendly, modern bills can help improve customer service, increase customer satisfaction, and improve collections. Clearer presentation of traditional billing information eliminates the confusion that triggers many customer service calls and delays payment. Adding personally relevant supplemental information helps each customer better understand their account and usage, as well as learn of new or alternative products and services. This can significantly impact the success of Demand Response programs.

With StreamServe, utilities generate personalized bills at massive volumes, in multiple languages; insert relevant marketing and other messages directly on the bill, based on business rules and the individual customer's metrics; and distribute bills via the customer's preferred channel—print, email, \web, PDF and more.



## The Anatomy of Smarter Billing

Each personalized bill is dynamically generated *in its entirety*, from a single master template in high-speed, high-volume production runs. This gives enormous control over design, content, production and delivery channels.



- It enables more customer-friendly presentation of usage and patterns, for example, and accelerates the introduction of targeted marketing messages or compliance information.

- Based on rules that business managers create and control, the individual customer's metrics trigger the inclusion of additional information on the bill; e.g., conservation recommendations, budget programs, or new product offerings.

Flexible delivery options, self-selected by the customer, facilitate the move to more economical and sustainable electronic formats.

The same dynamic solution can be used for all of the Utility's common customer correspondence.

Please see additional information on the back page.

**“Our customer service representatives recently told us that StreamServe is one of the most valuable tools in their tool belt when addressing customer inquiries.”**

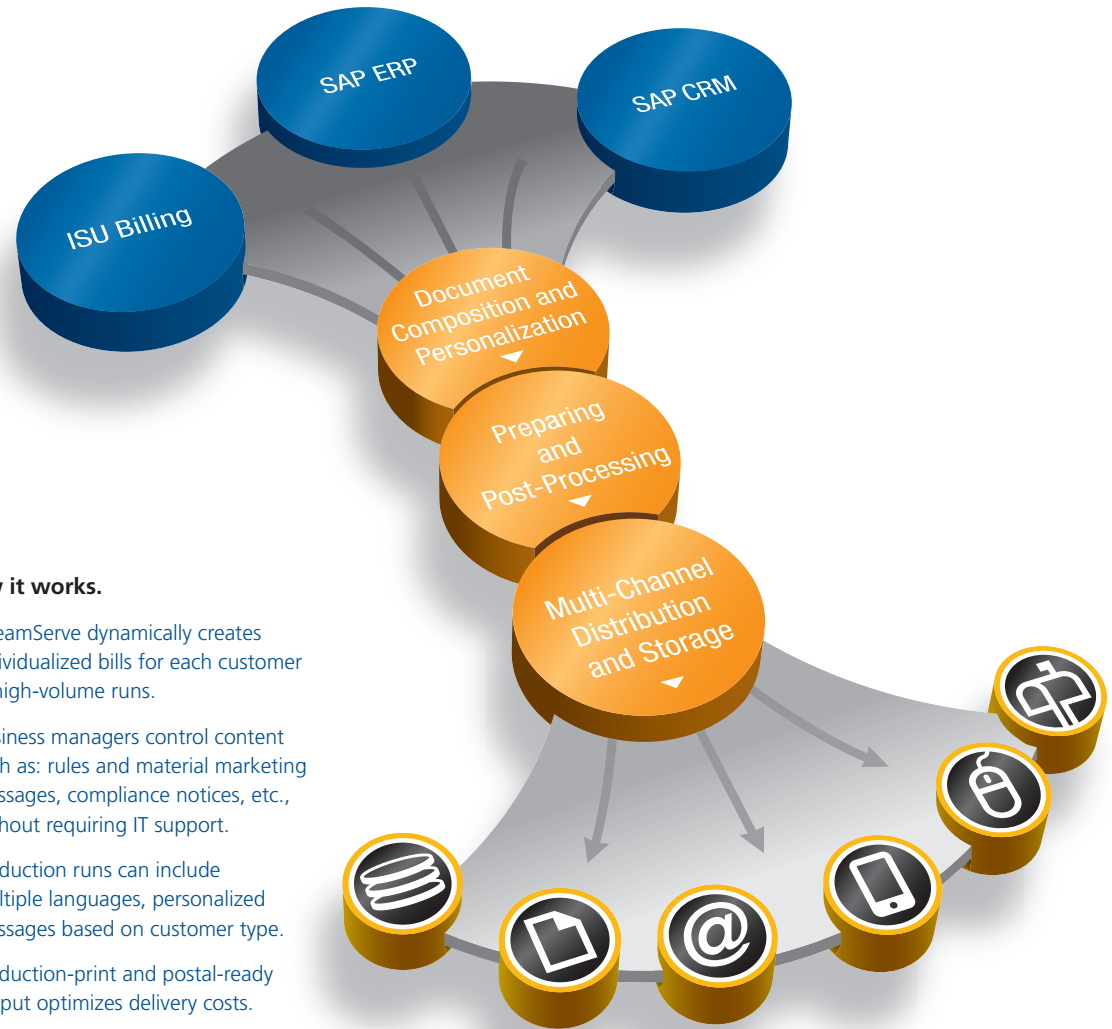
Deborah Gavula, Supervisor, Special Services,  
Oklahoma Gas & Electric Company

## Modernized Environment; Rapid and Substantial ROI

Especially these days, Utilities greatly value solutions like StreamServe that deliver rapid and high ROI in their own right while also rejuvenating the ROI of existing investments.

With no change to existing SAP billing processes, StreamServe introduces a complete bill management environment, from creation and composition through to production and delivery. It streamlines the billing process, and significantly upgrades the Utility's ability to productively leverage the regular billing contact with each customer.

The results are innovative options for improving customer loyalty and expanding the customer relationship, accelerating response to changing compliance requirements, and reducing operational costs through greater efficiency and flexible transitions to electronic formats.



### How it works.

- StreamServe dynamically creates individualized bills for each customer in high-volume runs.
- Business managers control content such as: rules and material marketing messages, compliance notices, etc., without requiring IT support.
- Production runs can include multiple languages, personalized messages based on customer type.
- Production-print and postal-ready output optimizes delivery costs.

### Key Benefits

- Collated customer documents save time, resources and cost of multiple mailings.
- Multiple output formats provide flexible, self-service delivery options.

- Customers can self-select their delivery channel of choice.
- One environment handles all document processing needs, from internal (maintenance orders) to external communications (customer billing, notifications and campaigns)

- Reduced operational, production, and materials consumption improve Utility's sustainability profile.

*Please see additional information on the back page.*

# A Closer Look at StreamServe's Smarter Solution...

Smarter bills reduce the Utility's development and production costs and create effective new options that increase customer loyalty, advance sustainability goals, and improve compliance posture.

## Smarter Billing

- Dynamically generated bills reinforce brand identity, including color, logos, taglines, etc.
- SAP for Utilities populates bills in a clear, easy to understand format
- One dynamic billing template reduces document design, maintenance, time and resources
- Business managers create and control rules governing content with no need for IT support
- "Onserts" replace "inserts" to reduce cost and improve response
- Consolidated information, onserts, dynamic generation, etc., improve Utility's sustainability profile

## Reduced Cost to Serve

- Significantly reduces design costs
- Optimize document collation, sorting and distribution
- Provides print shop independence through production print-ready output
- Reduces postal and handling costs with postal-ready output
- "Onserts" eliminate added postage, handling, paper, and equipment costs
- Improves call center productivity
- Collates bills and customer correspondence, for reduced operational, delivery and materials costs

## Improved Customer Communication

- Accommodates customer preference for language, fonts, and bill content
- Improves communication by including consumption and/or historical usage graphics

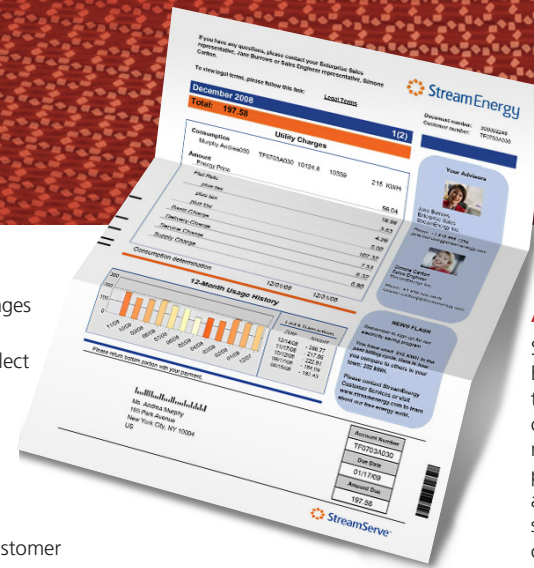
- Includes personalized messages by customer type
- Enables customer to self-select preferred delivery channel
- Supports demand response based content

## Improved Call Center Productivity

- Call center operator and customer view identical bills, speeding conversation and bill resolution
- Reduces call volume due to clearer bills
- Equips call center to reinforce personalized messaging
- Eliminates delay and improves customer service by enabling real-time correspondence

## Practical Sustainability

- Offers multiple electronic delivery options
- Efficiently delivers additional information through email based attachments and web access
- Consolidated communications reduce resource consumption
- Reduces resource demand and paper waste through "onsert" capability



## SAP-Endorsed Business Solution

StreamServe Utilities is an SAP-endorsed business solution. SAP-endorsed business solutions are complementary to SAP software offerings, are developed in accordance with SAP development guidelines, and provide additional choices and flexibility for businesses running SAP software. SAP-endorsed business solutions are powered by the NetWeaver® technology platform and are offered by SAP partners.

## About StreamServe

StreamServe is a leading provider of Enterprise Document Presentation solutions that set the standard for business communications. Simple to deploy and maintain, the company's dynamic composition, document process automation and enterprise output management solutions meet the demanding challenges of today's global businesses for producing and delivering highly customized documents in any format.

## StreamServe Clients

Organizations such as E.on, Oklahoma Gas & Electric, CLP Power Hongkong, Hidroantabrico, and ESB are already using and enjoying the benefits of StreamServe solutions.

Other StreamServe clients include leading global companies such as Bayer, BMW, Coca-Cola Enterprises, DaimlerChrysler Bank, and Postbank.



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