



UTILITY COMPANY BENEFITS FROM SIMPLIFIED BILL DESIGN

Challenge

A regional energy company needed assistance with the design of its monthly utility bills. Customers found the existing bill to be challenging to read and unnecessarily long. However, the company had no internal expertise with document composition or information design and approached the Venture Clear™ Communications Practice team for help.

Solution

The Venture Clear team worked with the client's preferred document composition tool to create an entirely new utility bill that would benefit all stakeholders involved by using plain language and the best practices of information design.

- The Venture Clear team began by identifying all of the variable data elements required for the utility bill as well as the complex business rules involved in generating bills each month.
- Venture Solutions then used its proprietary LUNA™ Philosophy (Locate, UNDERstand, Act) to envision a utility bill format that would be easy for customers to read and understand as well as economical for the client to produce.
- Formal usability testing of the proposed design was conducted by Venture Solutions to ensure the new utility bill would be intuitive and relevant once in daily production.

Results

The utility bill designed by Venture Solutions addressed everything on the client's wish list — and then some



CUSTOMER EXPERIENCE

Usability testing proved that customers found the new utility bill to be far easier to read and understand.



PROCESS EFFICIENCY

The new design reduced the number of pages and formats from seven to four, dramatically simplifying production.



COST SAVINGS

Slashing the number of pages in each monthly bill saved the client more than \$1,000 per day on postage.