

## Top 8 Things Older Billing Systems Can't Do For You and El Dorado Can



### Why Keeping Your Old Billing System Isn't Going To Cut It In the 21<sup>st</sup> Century

A billing system needs to be able to grow and adapt to the changing environment. Legacy systems are built on old architecture and can't offer features and functionality that billers need. We at Creative Technologies have built a modern system that is capable, easy to use, open and affordable for today's utility biller.

**1) Cloud Enabled Online Bill Presentment and Payment** – Legacy billing systems weren't built for the internet age. Customers expect instant access to information 24x7. It's no longer acceptable to say "you'll get your bill in the next 2-3 days and you can mail us your check". Customers expect the ability to make online payments directly from their bank account – online billing improves customer experience and saves postage and labor costs.

**2) Allow customers to update their billing information online** – People frequently change how they want to be billed; they get new phone numbers, email addresses or may even want their bill sent to a new location. Online access

to their account allows them to make the updates online at their convenience and eliminates calls to the customer service department.

**3) Electronic Service Work Order Management** – Interaction with your service department is critical to maintaining a well-run utility department. Immediate notification of a problem and work order tracking is required efficiently control costs and provide superior customer satisfaction. El Dorado allows you to text and email service requests.

**4) US Postal Service Bulk Rate Certified** – USPS now requires an intelligent bar code format for customers wishing to take advantage of bulk postage rates. Older systems use Post Net bar code format, this is no longer acceptable buy the postal service.

**5) Business Intelligence Reporting** – Reporting and financial management is more important than ever, regulation mandates recording and storage of customer financial information. Older systems don't offer the ability to customize reports and electronically lookup information report information. A properly managed method of reporting is a business must.

**6) Collections Management** – Now more than ever customer's budgets are tight and billers need the better tools. Tracking of delinquent accounts and effectively manage customer notifications could be an overwhelming task. There are legal implications to manage and customers have rights. An effective billing system needs to provide you the ability to track and manage delinquencies.

7) **Long Term Record Retention** – Organizations need a manageable digital data archiving system to track customers billing and account data. Sorting through reams of paper and hard copy filing of old bills isn't efficient. Modern systems have tools to archive data for long-term record retention and easy access in the case of a need to access the information.

8) **Regulation Management** – In an increasingly utility regulation environment, firms are looking to track customer information and manage communications more closely to minimize risk and keep compliant. Leading firms need a system to record more detailed customer information along with their billing system to deepen customer engagement through proactive, personalized interactions.

## Next steps



How can We help?

- **Consultative approach**
  - Review your needs
  - Provide evaluation software
  - Pilot solution
- **Experience**
  - >300 sites worldwide currently using El Dorado
  - Exclusive focus on utility billing

Contact our expert to discuss your needs and schedule a complimentary demonstration

To learn more about how Creative Technologies can help your organization call us @ 800-898-3838 or visit [www.UtilityBillingSoftware.com](http://www.UtilityBillingSoftware.com)