



DST Output Case Study

# Driving Continuous, Month Over Month Increases in Online Adoption



Find out how we drove a **sizeable increase** in paperless billing adoption for a major utility, simply by making it easy for customers to try **online payment**.

## The Challenge

A long time DST Output client, the utility wanted to make it easier for its customers to pay their bills online. The client asked for a solution that would:

- + Support data security and privacy
- + Enable their customers to try online payment without committing
- + Seamlessly integrate third party payment processors
- + Remain convenient and easy for the utility's customers to understand

## The Solution

DST Output's eSolutions team collaborated with the utility on a successful pilot and implementation of Express Pay, which offered more options, more ease and better flexibility. Improvements include:

- + An interface that is password-protected and user friendly
- + The convenience of a one-time payment without registering or logging in
- + Flexible payment options
- + Payment confirmations, sent to the customer's email address

## The Results

Following implementation of Express Pay, the utility saw a continuous, month over month increase in its online billing adoption rate for the first four months.

### About DST Output

DST Output provides integrated print and electronic statement and billing output solutions to many of the world's largest financial services, communications, insurance, healthcare, and utilities companies. We produce more than 2.9 billion customer communications, delivered via postal service, express delivery and over the internet. DST Output is a wholly owned subsidiary of DST Systems, Inc.

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