doxee | ix interactive experience

An innovative customer care tool to improve the relationship with customers even in the most delicate phases

The personalized and interactive video by E.ON

E.ON

CASE STUDY

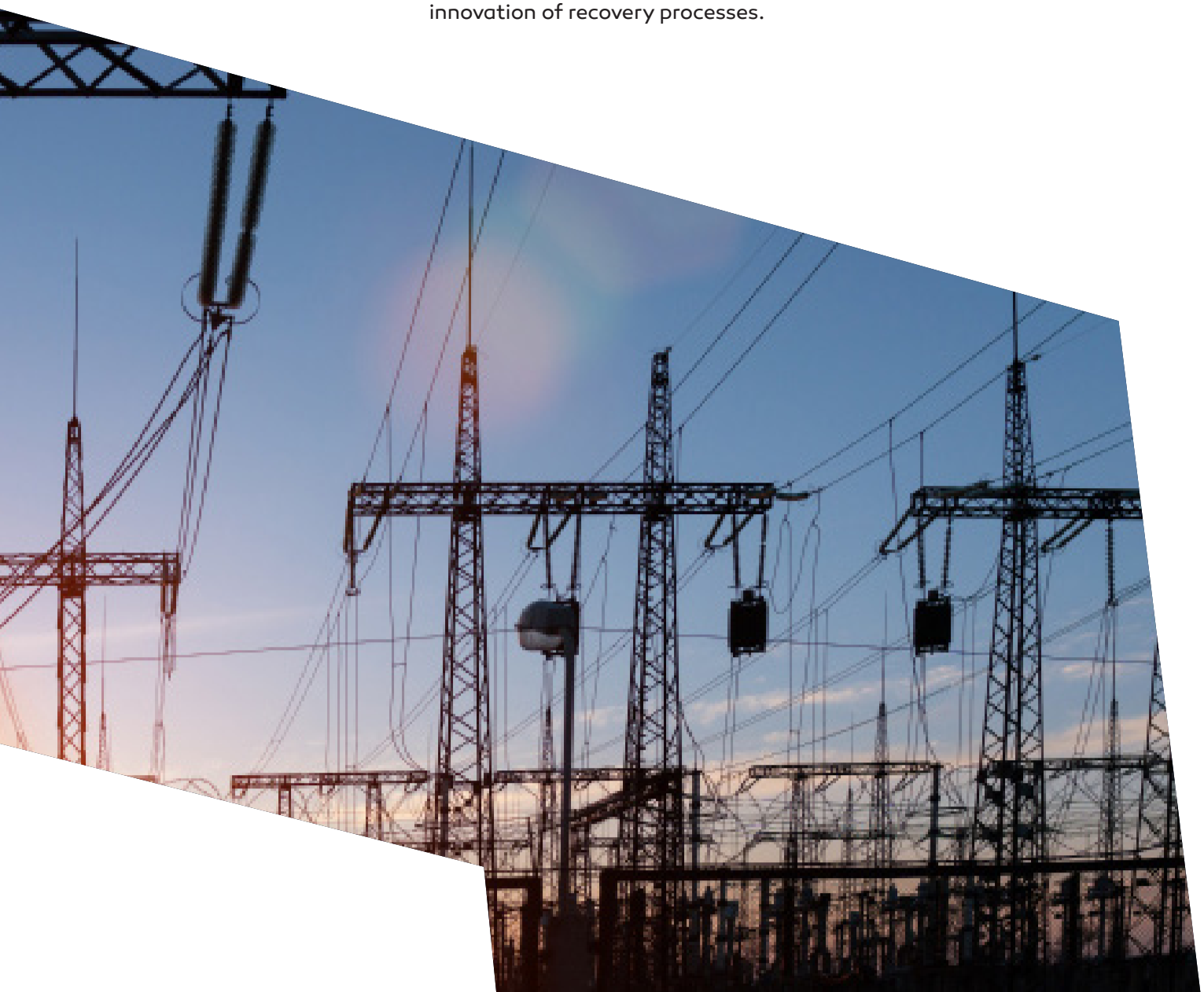
E.ON

E.ON is one of the largest privately owned energy operators in the world, with about 75,000 employees, serving over 50 million customers in Europe and Turkey. In Italy, E.ON is one of the leading energy operators and is committed to selling innovative and efficient solutions to consume less and better, to over 900,000 customers.

With the green platform #odiamoglisprechi, in Italy, E.ON promotes the diffusion of sustainable behaviors, through conscious consumption, energy efficiency, and the fight against waste. E.ON helps families, businesses, and communities improve their energy efficiency and to produce their energy sustainably, in the belief that together we can be stronger than alone and we can overcome all limits.

Putting the customer at the center of the business for E.ON also means deepening understanding and forging lasting relationships so that we can all become energy partners: Connected, informed, and committed to creating a better, more sustainable world for all.

It is precisely in this context that E.ON's initiative for the **soft collection of credit** is placed. It's an initiative aimed at supporting customers in the payment process, putting their needs at the center, but also at **reducing waste**, thanks to the digitalization and innovation of recovery processes.



The starting point

Unpaid debts impact the financial situation of the creditor company, which must **structure a credit recovery process to support the customer in the delicate payment phase**.

E.ON, in line with its customer-oriented vision and its requirements, has simplified this process, making it less impactful for the customer and more timely - thanks to a personalized and preventive communication - and more streamlined - reducing the costs of the subsequent downstream recovery phases, which usually involve sending a registered letter or managing the outstanding amount through external partners.

The preventive communication initiative was created with the aim of:

1. **Reducing outstanding bills** by reminding the customer of the bill payment deadline

2. **Improving the relationship with the customer**, who, in the hustle and bustle of everyday life, may forget to pay the bill on time and finds a reminder from the supplier company useful

3. **Reducing waste** and the impact of managing outstanding bills in terms of cost and ecology.

The solution: Personalized and interactive communication

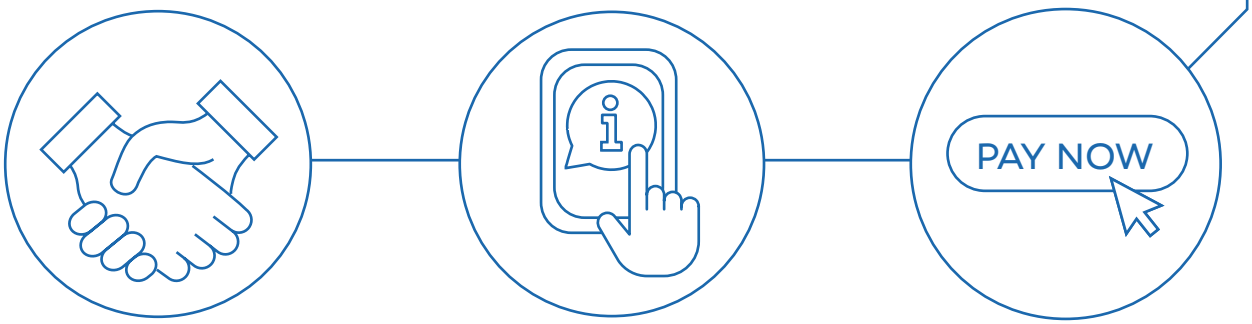
The activity of managing outstanding payments in the utilities sector is increasingly becoming a strategic asset of fundamental importance. An effective strategy to minimize the risk of non-payment is therefore necessary.

For this reason, and in order to meet its needs, E.ON has decided to rely on **Doxee** and specifically on **Doxee Pvideo® personalized videos** for creating a personalized and interactive video that reminds customers to pay their bills on time.

The video, therefore, turns out to be a real **tool for soft collection of credit**, but also for **customer care**, since debt initiatives can also be a critical moment for the companies themselves and for their relationship with customers.

The video allows you to:

- **Reach the customer in a personal way**
- **Provide all necessary information**
- **Help the customer to pay the outstanding debt, putting him in a position to resolve his debt situation in a simple, transparent, and respectful way**

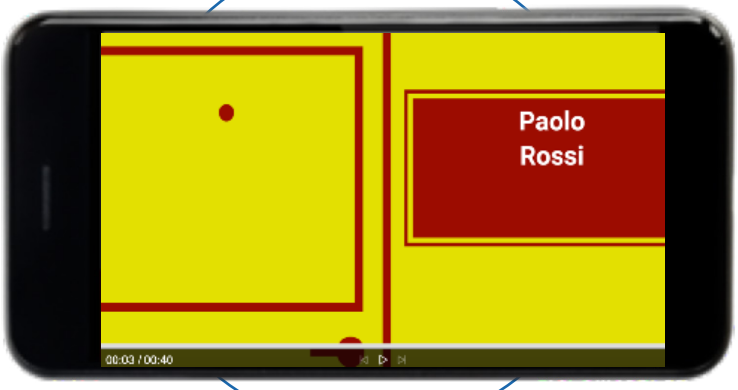


Characteristics of the personalized and interactive video

E.ON's video campaign to customers was managed with emails and SMS, containing the link to the personalized and interactive video, which is tailored to each recipient.

The use of Doxee Pvideo® proved successful, first of all for the **convenience of the medium and the communication to customers**, but especially for the characteristics of **personalization** and **interactivity** that encourage the recipient to perform the desired action, directly within the video.

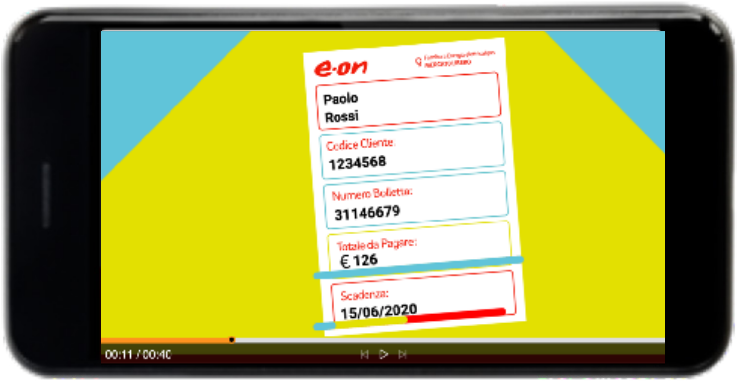
Personalization



The client receives the video personalized with their name, which appears immediately in the graphics at the beginning of the video. The voice that speaks to the customer also calls them by name.

Content personalization and interactive features are a critical success factor as they engage the customer with content that is relevant to them, allowing for immediate interaction, optimizing conversions, and ensuring high success rates.

In addition to the customer's name, the video shows the **details of the bill to be paid**, **also customized according to the recipient**, such as the number of the bill itself, the customer code, the expiration date, and the amount. This makes it very easy for the customer to understand which document is to be paid and to have all the necessary data quickly and immediately.



Call-to-action

The video continues by explaining the content of the reminder and all the expense items, from their device of choice. The customer can also view their history and **decide to pay directly, with a simple click**.

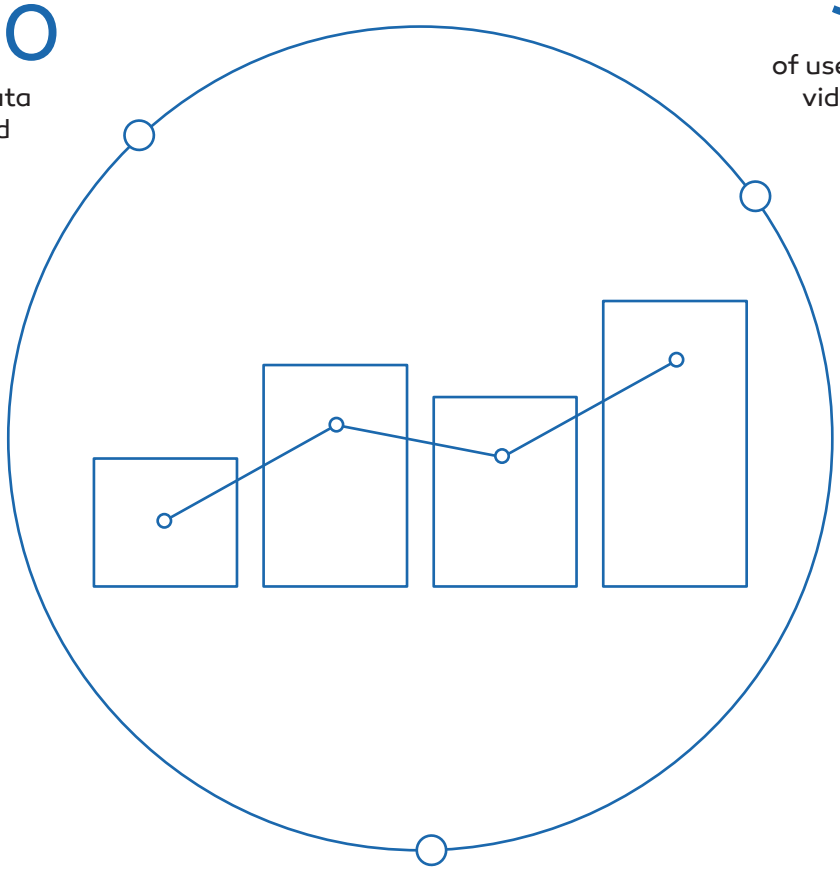
This is thanks to the **call to action, which customers can click on directly within the video**. The customer can then click on "pay the bill" to access the customer area and pay from the comfort of home, or click on "download the bill" to download the bill in PDF version.

Calls to action directly within the video **increase conversion**. Doxee Pvideo® calls to action are designed to maximize the effect of personalization to emphasize action and are **seamlessly integrated into the video**.

Results

4.280
items of data processed

52%
of users watched the video to the end



37%
of users clicked on a call to action

doxee

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At Doxee, we revolutionize the customer experience with innovative technologies that help businesses communicate and interact with its customers more effectively, creating solid relationships that lead to lasting business growth. Our cloud products dedicated to CCM, Digital Customer Experience and Paperless offer our customers and partners a complete and integrated set of applications that fully support the customer journey.

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