



# Driving Paperless Adoption

IREA



Intermountain Rural Electric Association (IREA) is one of the largest and fastest-growing electric distribution cooperatives in the United States, located in and around the greater Denver Metro/Colorado Springs area that includes a 5,000-square-mile service territory.

## CLIENT CHALLENGE

IREA needed to reduce costs and improve the customer experience by moving customers onto a paperless billing process.

The utility also wanted to reduce Days Sales Outstanding (DSO) and improve the cash flow cycle.

## DOXIM'S EBILL AND ONE-CLICK PAYMENT SOLUTION

Doxim introduced an eBill option, which enabled the utility to send its customers a PDF bill, attached to an email.

The PDF also included a convenient one-click payment option.

Examples of IREA's improved bill with one-click payment option:

**IREA**

Your IREA eBill is ready!

Data Scenario 2 LivePayment  
Account Number ending in: 1790

**Pay TOTAL Amount Due**

Total Amount Due: \$2.01

**Pay from mobile**

Routing Number: 074014035  
Account Number: \*2022  
Confirm Account Number: \*2022  
Account Type:  Checking  Save Payment Details

Account Number	Past Due Amount	Total Amount Due	Total Amount Due Date	Payment Amount
95451790	0.00	2.01	04/30/2020	2.01

**Submit**

**Credit / Debit Card**

**Pay with card**

This option will redirect you to the Speedpay Service site to pay with a debit or credit card on any device.



## RESULTS

### Reduced costs

As a result of moving 81,781 customers to paperless billing, IREA has saved a total of \$2,874,614 to date.

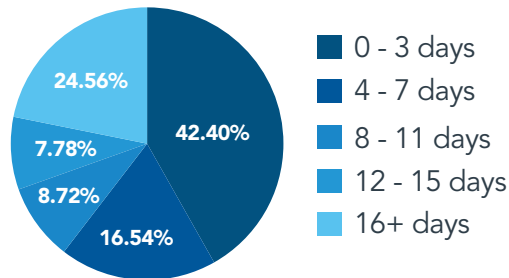
### Driving eBill Adoption

Over the first 5 years, IREA's paperless adoption increased from 14% - 30% of total customer base. A massive 49.5% of IREA customers are now paperless against an industry norm of 25-30%.

### Improving DSO

After launching the Doxim eBill with one click payment solution, 37% of the customers given the option to pay using the one-click solution used it within the first 3 days of receiving the bill.

eBill customers are paying much faster



**doxim**<sup>®</sup>

**IREA**

Doxim is the customer communications and engagement technology leader serving financial and regulated markets, providing omnichannel document solutions and transforming experiences to strengthen engagement throughout the entire lifecycle. The Doxim Customer Engagement Platform helps clients communicate reliably and effectively, improve cross-sell and upsell opportunities, and drive increased loyalty and wallet share through personalized communications. The platform addresses key digitization, operational efficiency, and customer experience challenges through our suite of plug-and-play, integrated, SaaS software and document technology solutions. Learn more at [www.doxim.com](http://www.doxim.com).