



# Digitally Transforming Customer Communications

## National Grid

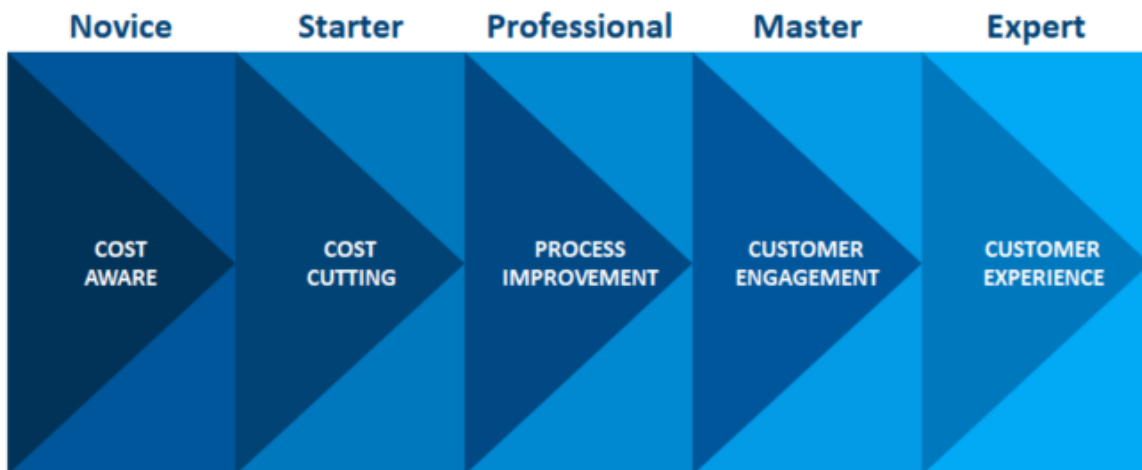
National Grid is an international electricity and gas company based in the UK and north eastern US. They play a vital role in connecting millions of people safely, reliably and efficiently to the energy they use. National Grid is one of the largest investor-owned energy companies in the US — serving more than 20 million customers throughout New York, Massachusetts and Rhode Island.

### CLIENT CHALLENGE

National Grid understood the need to transform digitally and communication was their primary focus. They needed guidance in terms of governance, focus and communication journey analysis.

### DOXIM'S SOLUTION

Using a Digital Communication Maturity Framework, Doxim experts facilitated strategic consulting workshops to identify the 'as is' position and the desired destination. This helped to plot the utility's digital maturity and to define an action plan to enhance and improve digital communication. These workshops included sessions on digital communication mapping analysis and identifying gaps, digital governance, and copy and creative best practices. These were conducted at an enterprise level and included cross departmental participation.





## Tracking progress

Based on the outcomes of the maturity framework assessment, the team identified gaps and enhancements that would provide both quick wins and achieve long term goals. This became the basis for a roadmap of prioritized initiatives all designed to improve the digital communication customer experience.

The first phase of changes required a complete overhaul of existing communications to streamline look and feel, unify tone, remove fractured experiences and institute digital governance policies across departments and communication types.

The second phase focused on identifying gaps and including enhancements to improve the customer experience related to billing and payment.

The Doxim team continues to help the utility navigate the roadmap by providing support and remaining involved in tracking progress against the plan and assessing quarterly targets.

## Results

A transformed customer experience.

- All electronic communications sent via email, whether they be outage, marketing or transactional, all have the same look and feel.

### Web profile details

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tester@usa.strata.com

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## Make some change. Save some change.

A more energy-efficient home can lower your energy bills and increase your comfort. You'll find more ways to save and great ideas to make your home better.

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You may periodically receive this PDF attachment

## nationalgrid

### Your bill is attached



**COVID-19 Information:** To learn more about how we're supporting our customers and employees during these unprecedented times [visit our dedicated page](#).

Dear Data Scenario 1,

Your bill is attached, giving you all the details of your electricity usage. You can also easily and conveniently pay using the attached form.

**Bill Amount:** \$100.00  
**Due Date:** 4/30/2020  
**Billing Period:** 6/1/2020 - \$100.00

#### How to view and pay your bill

1. Download the attached PDF
2. Enter your five-digit service address ZIP code
3. Make a payment from the document

#### Need a reminder to pay?



[Add a payment reminder](#) to your calendar now, to remind you that your payment is due.

We appreciate your business.

#### National Grid

##### Account details

CC0004 Res Elec only

Electricity service  
Account Number: \*\*\*\*5731

CM7908\_Outage\_Alerts\_Insert\_FINAL.pdf and  
CM8030\_Covid\_19\_bill\_insert\_051320.pdf and CM8014\_Gas\_Safety\_MA.pdf

PDF documents will be delivered to your inbox

## nationalgrid

### Welcome to paperless billing



Attention: DataScenario 4\_014\_ESSE\_ESSEX

Thank you for going paperless. You will soon be getting the convenience of Paperless Bill in your inbox.

Here's what you need to know:

#### 1 Your bill is a legal document

Your Paperless Bill is an official document that you can use as a proof of residency.

#### 2 Watch your inbox

Your next bill will be delivered directly to your email inbox as a secure PDF attachment.

#### 3 Password: Your zip code

Enter first 5 digits of your service address ZIP code to unlock the secure PDF.

#### 4 Pay your bill easily

Pay directly from the attached PDF. It's secure and convenient.

#### 5 Enable One Click pay

To pay with just one click, save your payment details in the PDF form.

#### 6 Set payment reminders

There's a payment reminder feature, so you can add the due date to your calendar and get a reminder to pay.

#### Watch how easy it is...



We appreciate your business.

#### National Grid

##### Account details

4 ServiceAddress1 ESSEX DR  
ESSEX, MA 12345

Gas service  
Account Number: \*\*\*\*\*0004

Essex Gas

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Open for details

**nationalgrid** **Your bill is past due**

**OUTSTANDING BALANCE** **\$7.00**

Dear DATA SCENARIO 7 GAS ONLY\_NYL 0037,

Please note that your utility account is past due.

**Amount Past Due: \$7.00**  
**Account Number: \*\*\*\*\*0007**

**Make a payment now**

1. Download the attached PDF
2. Enter your five-digit service address ZIP code
3. Make a payment from the document

We appreciate your business.

**National Grid**

**Account details**

7777 Data Scenario ST

Gas service  
 Account Number: \*\*\*\*\*0007

Past Due

**Web profile details**

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PA 08109 04/18/2017

**nationalgrid** **Payment Submitted**

Dear DATA SCENARIO 4 REMEMBER ME YES SAVINGS 0019,

Thank you. Your payment has been received. Please retain this email for your records.

**Amount: \$4.00**  
**Payment Date: 04/18/2017**  
**Bank Account Number: \*\*\*\*\*84321**  
**Confirmation Number: 4444444**

It may take up to two business days for your account to reflect the payment.

**National Grid**

**Account details**

Gas Service  
 Account Number: \*\*\*\*\*4002

**Web profile details**


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Our automatic payment options provide easy ways to pay and manage your energy bills. One less thing to worry about.

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