



BOTTOMLINE IMPACT

Write Off Recovery Specialists

CASE STUDY

Dayton Power & Light

How Implementing an Automated Balance Transfer System Made Company History

CUSTOMER

Dayton Power & Light
Dayton, Ohio

BUSINESS CHALLENGE AND GOAL

Quickly reduce increasing write-offs and speed final bill collections.

BOTTOM LINE IMPACT SOLUTION

The Automated Revenue Miner, a CIS independent tool that uses proprietary, industry-leading algorithms to find inactive customers owing money that are hiding in the utility's active customer base.

RESULTS

Dayton Power & Light significantly reduced their write off. For the first time in history, during one month, they received more payments than were billed.

My greatest success in my role as the Operations Manager has been to implement Bottom Line Impact's system. I will always sing their praises.

—Judi Blair

Operations Manager
Dayton Power & Light

CHALLENGE

Dayton Power & Light (NYSE: DPL) an investor owned, regulated electric business serving 500,000 customers in a 6,000 square mile area of West Central Ohio, found their write-off amounts climbing in 2003. The increasing amount of write-offs was a direct result of Ohio's challenged economy. In addition, the poor economy in Ohio caused a large amount of layoffs in the area where, unfortunately, many were forced to leave their homes and relocate with friends or family in order to stay afloat financially. Often final bills weren't paid and forwarding addresses were not given. These owing customer accounts were hiding in Dayton Power & Light's active customer base, causing their lost and delayed revenue to continue to increase.

GOAL

Dayton Power & Light needed to reduce its increasing write-off amount and speed final bill collection fast. Beginning to eradicate a culmination of several years worth of write-offs and overdue final payments is a challenging task. Research began and the credit and collections team started exploring their options. During this time, Bottom Line Impact came into the equation. Bottom Line Impact, a leader in write off recovery solutions for the utility industry, enables utilities to discover hidden revenue within their active customer base. "I had nothing to lose and everything to gain," said Judi Blair, Operations Manager, Dayton Power & Light.

SOLUTION

Bottom Line Impact offered Dayton Power & Light their No-Cost Initial ROI assessment utilizing the Automated Revenue Miner (ARM). The CIS independent tool uses proprietary, industry-leading algorithms to find inactive customers owing money that are hiding in the utilities active customer base. Once identified, this money can be transferred from 'owing' accounts to 'active' accounts, drastically reducing write-off expense. Dramatic 'Home Run' type results have been achieved although many utilities also use internal CIS skip tracing modules, manual skip tracing, external collection agencies, utility exchanges and external subscription based tracing services. Bottom Line Impact knew Dayton Power & Light could reap the benefits of the ARM tool which include:

- A guarantee to recover enough lost revenue on the first day to cover all costs associated with the ARM;
- Reduce Dayton Power & Light's write-offs using the most advanced matching algorithms in the industry;
- Speed final bill collections immediately increasing Dayton Power & Light's bottom line;
- Reduce manual skip tracing time;
- Provide continuous automated skip trace capability;
- Improve efficiencies within Dayton Power & Light's customer service call center.

RESULTS

Bottom Line Impact's initial assessment uncovered significant dollars worth of transferable matches during the preliminary search. As part of the No-Cost Initial ROI assessment which pledges to cover the costs associated with conducting the search, Bottom Line Impact gave Dayton Power & Light \$15,000 worth of sample transfer matches. Because Ohio utility rules and regulations allow past due accounts to be sought up to 14 years, along with seeing the initial results Bottom Line Impact had found, Dayton Power & Light knew they had found the 'Home Run' that would reduce their write-off expenses and speed final bill processes considerably. Dayton Power & Light chose to move forward and saw immediate results. For the first time in history, Dayton Power & Light received more payments than were billed. As the relationship between Bottom Line Impact and Dayton Power & Light grows, Bottom Line Impact continues to exceed Dayton Power & Light's expectations by continuously recovering more write-offs and final overdue payments than initially indicated. "My greatest success in my role as the Operations Manager has been to implement Bottom Line Impact's system. I will always sing their praises," said Blair.