



BOTTOMLINE IMPACT

Write Off Recovery Specialists

CASE STUDY

South Jersey Gas

Bottom Line Impact Uncovers Over \$1 million in Hidden Revenues for Mid-size Northeast Utility

CUSTOMER

South Jersey Gas
Folsom, New Jersey

BUSINESS CHALLENGE AND GOAL

Decrease outstanding delinquent revenues.

BOTTOM LINE IMPACT SOLUTION

The Automated Revenue Miner is 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

In less than six months the Automated Revenue Miner recovered over \$1 million of hidden revenues.

"Once the results from Bottom Line Impact's Initial No-Cost ROI Assessment were in, we knew their Automated Revenue Miner was the tool we had been looking for to lower our write offs," said Joan Sweeney, Manager, Customer Service and Collections, South Jersey Gas. "Also, the flexibility of the Automated Revenue Miner allows us to set up results to automatically transfer, or review different results manually, at the same time."

EVALUATING CHALLENGES AND GOALS

South Jersey Gas, the principal subsidiary of South Jersey Industries (NYSE: SJI), serving 320,000 residential, commercial, and industrial customers in 112 municipalities in southern New Jersey, found its inactive and written-off accounts increasing despite outsourcing 60-day delinquent accounts to collections agencies. The utility company began to realize procedures must change to decrease outstanding delinquent revenues.

"Although we didn't have a sophisticated matching program in place, we weren't actively looking for an outside vendor, but once I heard first-hand about Bottom Line Impact's solution, I had to learn more. It just seemed too good to be true," said Joan Sweeney, Manager, Customer Service and Collections, South Jersey Gas.

Sweeney contacted several current Bottom Line Impact customers and was amazed at the successes they experienced using the Automated Revenue Miner. "Bottom Line Impact presented us an offer we couldn't refuse," said Sweeney.

BOTTOM LINE IMPACT PROVIDES ONE-OF-A-KIND SOLUTION

Bottom Line Impact offered South Jersey Gas its No-Cost Initial ROI Assessment utilizing the Automated Revenue Miner. The CIS independent tool uses proprietary, industry-leading algorithms to find inactive customers owing money that are hiding in a utility's active customer base. Once identified, this money can be transferred from owing accounts to active accounts, drastically reducing write-off expense. While many utilities use a variety of programs to recover lost revenues such as: CIS skip tracing modules, manual skip tracing, external collection agencies, utility exchanges and external subscription based tracing services, the Automated Revenue Miner uncovers more matches than traditional methods do. In addition, the No Cost Initial ROI Assessment includes Bottom Line Impact's One-Day ROI Guarantee; Bottom Line Impact pledges that the utility company will recover all costs associated with the Automated Revenue Miner on the 1st day of operation.

TURNING WRITE OFFS INTO REVENUES

South Jersey Gas quickly realized that Bottom Line Impact's No-Cost Initial ROI Assessment was a no-cost, no-risk venture. Using South Jersey Gas' initial CIS extract, the Automated Revenue Miner analyzed the data and Bottom Line Impact sent South Jersey Gas a sample of high-probable matches. From the sample, 92 percent were 'good' matches. The 'good' matches were primarily from written-off accounts over 120 days old; these were accounts that neither South Jersey Gas nor third party collections agencies had been able to find.

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South Jersey Gas integrated the Automated Revenue Miner solution into their day-to-day activities and by the second month of implementation, the Automated Revenue Miner uncovered \$655,000 dollars of hidden revenue. By the third month \$805,000 worth of hidden revenue was uncovered. During the first three months of implementation, 87 percent of the matches uncovered were 'good' matches. Since the program has been so successful, the utility's next step is to escalate the matching program from final accounts that are 120 days old to those accounts that 60 days old.