

CASE STUDY

## Las Vegas Valley Water District (LVVWD)

“BETTER FORMATTED BILLS HAVE REDUCED THE NUMBER OF CUSTOMER CALLS THAT OUR SERVICE CENTER RECEIVES.”

Alisa Mann, Customer Services Manager, Las Vegas Valley Water District

THE LVVWD NEEDED TO MORE EFFICIENTLY COMMUNICATE WITH A GROWING AND TRANSIENT CUSTOMER BASE BY IMPROVING CUSTOMER SERVICE AND REDUCING COSTS.



### Challenge

Located in one of the fastest growing cities in the United States, the LVVWD was challenged to communicate with a growing customer base, including 330,000 individual accounts across multiple segments. The LVVWD needed to improve its billing and customer service offerings while maximizing efficiency.

### Solution

By implementing a combination of Pitney Bowes Business Insight's DOC1®, CODE-1®, and MailStream® solutions, LVVWD was able to dramatically increase efficiency, productivity, and cost savings by automatically generating statements, ensuring the accuracy of customer addresses, and improving mail sorting capabilities

### SUMMARY

The Las Vegas Valley Water District (LVVWD), located in one of the fastest growing cities in the United States, is a not-for-profit agency that began providing water to the Las Vegas Valley in 1954. The LVVWD helped build the city's water delivery system and now provides water to more than one million people in Southern Nevada.

The LVVWD replaced an outdated Customer Information System (CIS) with the Oracle Customer Care system and a number of Pitney Bowes Business Insight solutions to address these customer communication needs. The Pitney Bowes Business Insight solutions, which consisted of DOC1, CODE-1, and MailStream, were highly compatible with the Oracle system, making the integration quick and painless.

### Integrate and Automate

The LVVWD implemented Pitney Bowes Business Insight's DOC1 solution, a composition system that automates the creation of letters, bills and statements. DOC 1 allowed LVVWD to generate statements automatically as a result of the integration with the customer billing system. “We are very pleased with how quickly we implemented the new tools. The compatibility with our existing systems made the integration and set up easy.” said Alisa Mann, Customer Services Manager at LVVWD.

### RESULT

#### Address Accuracy is Key

Along with the DOC1® tool, the LVVWD also implemented Pitney Bowes Business Insight's CodeOne®, which provides a Coding Accuracy Support System (CASS) that helps ensure the accuracy of customer addresses. This capability is particularly significant to the LVVWD District because much of the organization's customer base is considered transient, with frequent address changes. With automatically generated customer statements and improved accuracy of customer addresses, the LVVWD no longer needs to manually mail statements. Additionally, the number of returned statements due to address inaccuracy has dramatically decreased, providing increased efficiency, productivity, and cost benefits. Additionally, LVVWD has been able to take better advantage of United States Postal Service discounts with CodeOne® mailing automation and Pitney Bowes Business Insight's MailStream® solution, which improved mail sorting capabilities, provided additional cost benefits to the organization.

#### Ensuring Customer Satisfaction

With the help of the Pitney Bowes Business Insight solutions, the LVVWD has improved customer service offerings with integrated software tools. Clearer, more easily understandable billing statements have cut down on the number of calls to the customer service center.

“ACCESS TO ARCHIVED BILLS HAS MADE THE CUSTOMER SERVICE AND RESOLUTION PROCESS FASTER AND EASIER.”

Alisa Mann, Customer Services Manager, Las Vegas Valley Water District

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Additionally, the LVVWD has implemented a customer service solution, DocOne Archive, that archives customers' statements and allows customer service staff to access an online version of customer's exact bill. When receiving a customer call, staff members are able to quickly access and view the same bill as the customer, providing a more personalized interaction and allowing for much quicker resolution of discrepancies or questions. Alisa Mann, notes, "Better formatted bills have reduced the number of customer calls that our service center receives, and access to archived bills has made the customer service and resolution process faster and easier."

#### THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Pitney Bowes Business Insight Customer Communication Management (CCM) solutions have helped the LVVWD more efficiently communicate with a growing and transient customer base by improving customer service and reducing the costs associated with billing and mailing address accuracy.

