

Mobile reduces cost per meter reading by 71%

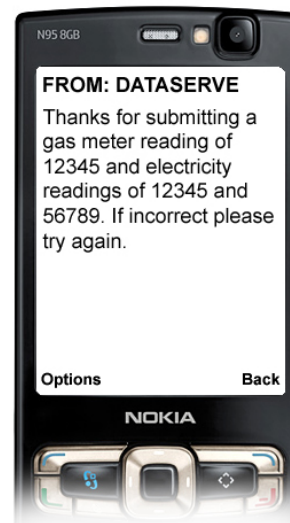


The Solution:

Homeowners **text** their gas and electricity **meter reading(s)** to Scottish Power.

Text meter readings are **validated** to provide accurate bills instead of estimates.

A confirmation of receipt is texted back or if the reading is incorrect, details of where the mistake has been made.



Results?

- ✓ 6% of those given calling cards responded via SMS
- ✓ 52% response rate among home movers sent a text reminder
- ✓ Reduced cost per reading: 44p compared to £1.52 (post)
- ✓ Environmentally friendly

Business Need:

To provide a reliable, cost effective and efficient method of returning meter readings by SMS.