

Scottish Power customer meter readings sent by SMS

Business need

To reduce estimated readings and improve meter reading KPIs an SMS 'call to action' was added to the Scottish Power/Dataserve Dial Card which meter readers post to houses where they haven't been able to see the meter to take an official reading.



The solution

Customers can text in their job number, plus all their meter readings via the 62277 shortcode. Once sent, users receive an SMS confirmation.

All readings submitted by SMS are validated automatically against Dataserve/Scottish Power records.

If valid the readings can be inserted directly into the existing Scottish Power billing engine. If invalid, the customer is invited to resubmit by SMS.



Results

- Over 17,600 SMS meter readings received from over 72,800 reminder cards between Jan – Aug 2011
- 24% of cards receive an SMS response
- SMS consistently more popular than updating meter readings through the website

Almost
18,000
texts received in first 8
months of 2011

SCOTTISHPOWER

DATE _____

Dear Customer,
Sorry I missed you when I called to read your Electricity / Gas meter today.
If you do not want to receive an estimated bill from your supplier, please contact us using one of the following 3 options.

Option 1 – Please telephone our **24 HOUR METER READING SERVICE ON FREEPHONE 0800 027 0138 WITHIN 24 HOURS or as soon as possible.**

You will be asked to enter the following details:

1. Enter your **JOB NUMBER** [Grid]

2. Enter the reading(s) indicated below

<input type="checkbox"/> Electricity	<input type="checkbox"/> Reading 1	[Grid]	(IGNORE RED DIGITS)
	<input type="checkbox"/> Reading 2	[Grid]	(IGNORE RED DIGITS)
	<input type="checkbox"/> Reading 3	[Grid]	(IGNORE RED DIGITS)
<input type="checkbox"/> Gas	<input type="checkbox"/> Reading 1	[Grid]	(IGNORE RED DIGITS)

Option 2 – Provide your reading(s) Online by logging onto www.dataserveuk.com

Option 3 – **TEXT** your readings on **62277** using the instructions overleaf.

A METERING SERVICE PROVIDED ON BEHALF OF YOUR SUPPLIER