



MPX Energy Portal Automating Price Protection and Budget Enrollment ROI Analysis

Key Assumptions for Plan Enrollments:

Average phone-based sign up time per Budget customer: 15 minutes
Average phone-based sign up time per Price Protection customer: 18 minutes
Average FTE cost (Customer Service): \$20/hour (wage and benefits)
Cost per phone-based interaction: \$5.50

ROI Drivers

40% Enrollment Automation: Client started with no automated enrollments (100% phone based for Budget and Price protection) because the former portal system was too cumbersome for fuel customers and resulted in onerous resource demands and conflict resolution for CSRs.

A conversion campaign was implemented that included an incentive to entice customers to go online and sign up themselves. Most customers are familiar enough with self-service web use that this was a natural fit and a very large number converted immediately. And because of the simplified 4 step process, they were not overwhelmed nor intimidated by navigation and options.

ROI: \$5,500 per 1000 customers moved to the automated system

Back Office Routines: The backend routine automation was a result of having the MPX Portal which handles Budget/Price Protection enrollments, payments, and text alerts all fully integrated with the backoffice system. Enrollments and transactions that happen in the portal update the backoffice in real time, thus eliminating manual data entry and monitoring for accuracy.

Examples of routines: Auto payments, text alerts for delivery and service, email distribution, annual plan reminders

ROI: Eliminated 2-3 hours of manual work per day (this will vary by scale of dealer)

Call Volume Reduced by 40%: Automating a significant proportion of Budget and Price Protection enrollments resulted in an immediate reduction in total call volume of -40% during the spring and summer. This allowed for a decrease in staff headcount and a CSR team that can be more easily flexed seasonally.

The success of this metric is a direct result of constant reinforcement. The dealer must communicate regularly to customers (by way of marketing and CSR prompts) about the convenience and flexibility now



available in the portal. Otherwise, customers will often revert back to the phone out of habit. It is a commitment to evolving the consumers behavior that will lead to sustainable portal use.

ROI: -10% of total annual CSR expenses due to counter-seasonal staff reductions

CSR Cost Reduction: This can be navigated in two ways depending on the structure of the organization ... it can either result in the reduction of positions and therefore direct financial impact... OR ... the newly available time can be evaluated, and determinations then made to identify other productive tasks that can now be undertaken instead of manual work. Examples are revenue producing opportunities and customer experience initiatives.