



AWARD-WINNING BILL EXPERIENCE DESIGN

FortisBC improved the billing experience, redefined service delivery, and raised awareness of energy use with its updated bill design.

CLIENT FortisBC LOCATION Vancouver, BC INDUSTRY Energy & Utilities

SERVICES RENDERED



STRATEGY

Bill Experience Strategy
Journeys & Personas
Governance



RESEARCH

Stakeholder Research
User Interviews
Focus Groups
Survey



DESIGN

Information Architecture
Interaction Design
Visual Design
Style Guide



TESTING

Usability Walkthrough

CHALLENGE

FortisBC considered their bill an underutilized communications tool, and customer research showed that customers found the bill confusing. There was an opportunity to increase awareness of programs and other important information while improving the perception of the value that FortisBC delivers. Their goal was to give a sense of helpfulness and ease while infusing moments of delight where possible.

APPROACH

A market scan and survey allowed us to understand the playing field and uncover the gaps. We determined FortisBC's user personas and specific content needs through extensive research. We architected the layout to marry user and printing requirements for the physical bill and crafted the online experience. Focus groups helped us zero in on the look and feel that delivered the most connection and sense of 'wow'.

IMPACT

This curated system of bill designs across print, web, mobile and email formats – 32 bill variations in total – enabled FortisBC to provide clear information relevant to its varied audiences on payments and energy use and to encourage smart energy choices. The new bill designs provided the right information to the right person, solidifying FortisBC's position as a provider who cares.

FortisBC earned Chartwell's Bronze Billing and Payment Programs Award for its Beyond the Bill program. The new designs have improved a key contact center performance indicator and effectively achieved the objective of providing a fresh and exceptional billing experience for all its customers.