

# Improve Customer Experience & Retail Efficiency

with Aptumo Water Billing Software



## Key benefits at a glance



### Key enabler for digitisation

Provides the base for multi-channel digital customer interactions and enables real time cross-channel account updates. Also supports increased process automation.



### Increased speed and reduced cost of change

An agile solution that enables independent client change; up to 50% more than current billing software options.



### Drives personalised customer service

Through tailored case management, pro-active customer interactions and efficient, tailored processes.



### More effective debt management

Powers data-driven, tailored strategies across multiple customer contact channels, supporting customer segmentation, prediction of debt and early intervention activities.



### Powerful reporting and analytics capability

Supporting insight-driven root cause analysis and agile change to drive complaints reduction and high C-MeX performance.

As the water industry and its regulator look to place customers at the heart of services, software needs to evolve alongside market changes to enable, not hinder, change and innovation.

Aptumo has been built from the ground up to meet future UK water sector challenges. Designed and developed by highly experienced water market specialists, it is a ground breaking, highly configurable and regulatory compliant solution designed to bring water companies closer to their customers and improve the efficiency and effectiveness of water company retail teams.

### Designed to deliver enriched customer experience

Aptumo is a key enabler for digitisation, supporting water company multi-channel 24/7 ambitions and meeting customer expectations for additional online customer contact channels. Rich case management functionality provides a real-time, 360-degree view of customer interactions, billing and debt collection activities to agents. With Aptumo, the ability to segment customers and offer a tailored, proactive service is a given, supporting you to keep customers informed, deliver efficiently against your promises and get it right first time.

Powerful reporting and analytics capability, that is fully client-customisable, provides insight-driven root cause analysis, enabling agile change. Through this, Aptumo supports complaints reduction, and drives high C-MeX performance.

### Supporting retail efficiency

Aptumo is easy to use and intuitive, offering efficient, tailored processes and streamlined high volume transactions. This drives agent efficiency, reducing key strokes and average handling times under test by a third. Built on a dynamic technology platform, Aptumo also increases process automation, reducing manual hand-offs and processing.

Architected to be highly client configurable, Aptumo enables business agility through increased speed and reduced cost of software change, enabling water companies to independently drive their own evolution. We estimate that 50%+ of system change requests that are currently vendor-dependent will be achievable completely independently.

### Enabling debt management transformation

Aptumo supports the sector drive for tailored debt collection strategies, personalised to individual customers and their own circumstances. It ensures a customer's individual support needs are recorded and reviewed, and enables the integration of a wide variety of external data sources to inform data-driven collections strategies.

**“** We were highly impressed by Echo's water industry experience and proven billing software implementation credentials. The team really demonstrated that Aptumo's rich functionality and agile flexibility will help SES Water to meet their stretching performance commitments and bring real benefit to our customers.

**“** We are a growing and dynamic business. That means we need a modern, flexible and agile customer billing solution which can easily adapt and grow with our evolving requirements. Echo's Aptumo software met our comprehensive needs and we're excited to get started on this digitally-focused project.

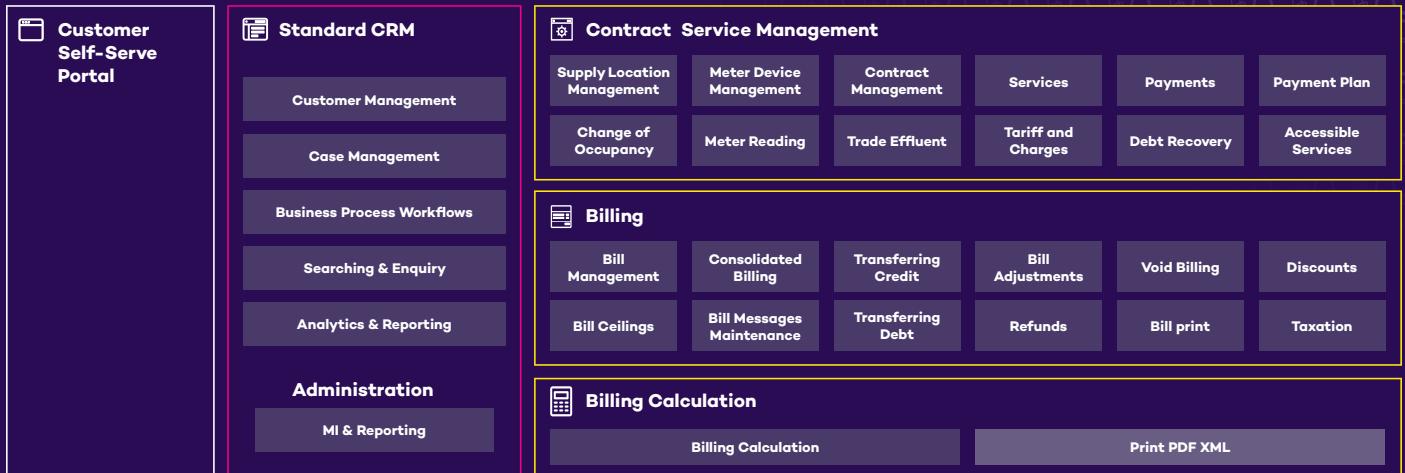


Dan Lamb,  
Head of Retail Services, SES Water



Bill Clarke  
Sales and Operations Director, SES Business

# Functional footprint

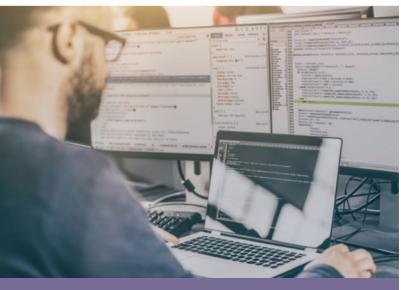


## Powered by Echo Managed Services



Billing system migrations are notoriously challenging; there are many high profile examples of over-budget projects that miss deadlines. When choosing new billing software, a proven track record and vast experience are therefore vital.

Aptumo has been built by Echo Managed Services, the UK's water billing software market leader. With over 20 years' of water billing experience and a proven track record of 17 water sector billing software implementations on time and to budget (ranging in scale and delivered into a variety of landscapes from many different legacy platforms), Echo is a highly credible choice you can trust.



## Technical Specification



- Browser-based cloud solution, built on the Salesforce Lightning platform
- Bill calculation engine built on Heroku, pre-integrated to Salesforce
- UI-integrated bill image and XML storage via Amazon Web Services
- Salesforce multi-tiered security architecture
- Salesforce Lightning user interface; modern and optimised for speed



## Deployment Choice



Aptumo can be deployed in a variety of ways to match specific business needs.

- 1 Deploy Aptumo as standalone billing software
- 2 Via robust APIs, integrate Aptumo with your current CRM Solution
- 3 Choose Salesforce CRM alongside Aptumo and benefit from a single data model, zero integration billing and CRM option. Extend via the Salesforce AppExchange, an on-platform ecosystem of pre-integrated complementary retail operation Apps.

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## Ready to transform customer billing?

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