

CASE STUDY

Revenue Assurance System for Eastern Power Distribution Company of AP

CLIENT Eastern Power Distribution Company of Andhra Pradesh Limited

SNAPSHOT

Industry	Energy Utility
Location	Visakhapatnam, Andhra Pradesh, India
Customer Base	Over 4.5 million consumers
Website	www.apeasternpower.com
Our services	Billing, Revenue Accounting Solutions
Software	mPower™ enterprise suite

12 months
Roll out for
4.5 million
consumers

CLIENTSPEAK

"The project sourced through a unique software as a Service (SaaS) model, minimized our initial investment and promises quick Rol."

Chairman & Managing Director, APEPDCL

"Our consumers are now a happy lot thanks to our outsourced consumer care and billing operations. We are now able to focus more on technical and strategic issues."

Director (Operations), APEPDCL

Challenges

- Multiple third-party Private Accounting Agencies (PAA's) used a mix of manual and isolated legacy systems to bill consumers.
- Utility did not have a centralized commercial database or its own complete consumer information. Relying on PAA's for any data /information led to delays and inaccuracies in the meter-to-cash cycle.
- Utility's goal to reduce the aggregate technical & commercial loss (AT&C) to below 7.5 % by 2010 against a country average of 35%
- Data standardization of 4.5 million consumers.
- Integration with multiple systems - AMR /AMI, SCADA, GIS, financial / work / material management systems etc.
- End-users with low levels of computer literacy – the application had to be highly user-friendly and task-centered.

Phoenix Solutions

- Implemented mPower™ billing and mPower™ eCare modules
- mPower™ CIS, CRM, CSS to handle all meter-to-cash activities
- Business process alignment with IT Solutions across the utility
- Consumer and network data integrated with GIS and Materials Management applications
- End User Training on the solution for smooth transition
- Energy Audit solution for reduction of losses across the network
- Customer Care Solution
- Establishment of centralized call centers for each of the five districts covering entire geographic spread of the utility
- Launched an online self-service portal for the consumers

APEPDCL

The Andhra Pradesh Eastern Power Distribution Company Limited (APEPDCL) serves a consumer base of over 4.5 million across a wide geographic area of 5 east coastal district in the south Indian state of Andhra Pradesh. Considered among India's Top 5 utilities, APEPDCL was among the earliest Indian state-run utilities to pursue reforms, deregulation and technology upgradation.

Business Benefits

- Turnaround time for release of New Service Connection reduced from weeks to 48 hours
- Reduced metering, billing and collection cycles
- Drastic reduction in unbilled consumption and revenue losses
- MIS Dashboards for tracking KPI's across different office hierarchy levels
- Quick resolution of complaints related to meter-to-cash services, outages using our Customer Care Solution
- Easy tracking of materials and network assets
- Complete consumer info warehoused for analysis
- Integrated system offering a single view of consumer's usage, billing and payment, patterns
- Release of resources for core operations
- On-demand consolidated and drill-down reports
- Empowered consumers with one click access
- Service at consumers' door-steps