

Case study: **British Gas Operation Bill Shrink**

Client

Centrica (British Gas)

Date the work was carried out

May – September 2006 (bills went live in November 2006)

The brief

When British Gas were introducing a new billing system average bills were 2.8 pages long. To get average pages down to 2 (i.e. 1 sheet) they came to Boag Associates – bill design experts with the skills to ensure the bills are an excellent manifestation of the British Gas brand, that they contain all content required by the regulator, and that they encourage take up of efficient payment methods.

The audience

17 million residential gas and electricity customers receiving a bill or direct debit statement from British Gas every three months.

Our approach

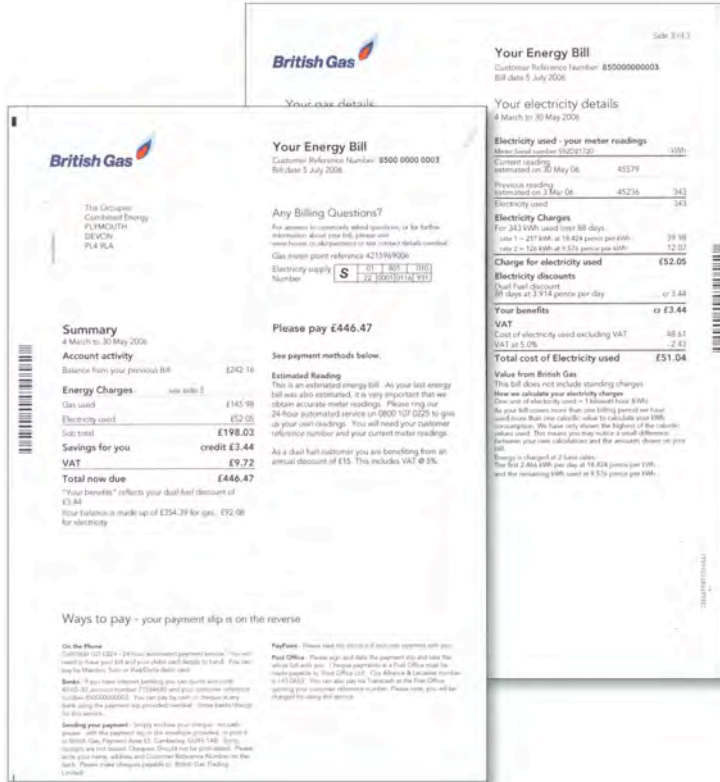
- Large document titles clearly tell the customer what the document is.
- The account status, whether in debit or credit, was made immediately clear, with a clear call to action (or inaction).
- The account history (last bill total, and payments received) were provided at the front of the bill – this provides immediate reassurance.
- A concise summary aimed at both skimmers and checkers is provided on the front – and all detail is provided on the reverse. This helps reduce visual clutter on the front.
- The text is written using brand-inspired plain language.
- Helpline number at the top right – where customers expect to find it.

Results achieved / Added-value

The new bills were designed, tested, specified, and implemented in just over 6 months – record time for a document of this kind (and scale).

We reduced the amount of sheets used by British Gas by 50%.

Before (2 sheets)



After (1 sheet) – Front



Back

