



AEP resolves billing questions 5x faster with Bill Analyzer

How American Electric Power brings billing context into one workflow for clearer, faster customer answers

CASE STUDY

The American Electric Power logo, consisting of the words "AMERICAN ELECTRIC POWER" in a bold, white, sans-serif font, enclosed within a white rectangular border. The background of the entire page is a dark, blurred image of a call center environment. In the foreground, a woman with glasses and a headset is smiling and gesturing with her hands. In the background, other employees are visible at their desks.

**AMERICAN
ELECTRIC
POWER**



THE CHALLENGE

Complex billing questions need connected context

For a customer, an unexpected bill can affect a household budget. They expect a clear explanation, often while they are still on the phone. For Customer Care agents, however, an accurate answer may require reviewing multiple factors across separate systems. Account details alone rarely explain why a bill changed.

A complete view can include:

**Customer and CIS data**

Account details, rate information, and billing-period context establish the basis for each inquiry.

**Billing and usage history**

Historical bills and usage patterns help agents identify what changed from one period to the next.

**Interval meter data**

Meter data provides greater detail about when usage changed during the billing period.

**Weather, rate, and billing context**

Weather conditions, rate changes, and billing-cycle variation complete the picture behind a bill difference.

Without connected context, agents must manually assemble information while the customer waits, creating added effort and a greater risk of inconsistent explanations.



THE OPPORTUNITY

Give Customer Care agents context when it matters

A billing question is not simply a service interaction. It is a moment when a utility must explain how account, usage, and external factors connect to a customer's bill.

AEP worked with Gigawatt to identify more than 170 common customer questions and issues. Those scenarios shaped Bill Analyzer around the questions Customer Care teams need to answer in real interactions.

The objective was focused: give agents the relevant information needed to understand potential bill drivers, explain the change clearly, and help customers identify an appropriate next step.

What Customer Care teams need

A coordinated view of the account and bill context

Faster access to the factors behind a bill change

Clearer guidance for explaining complex questions

A workflow that works alongside existing core systems





THE SOLUTION

One workflow for clearer answers

Gigawatt Bill Analyzer brings relevant billing context together during live customer interactions. Delivered through Gigawatt's Customer module, it combines CIS data with billing and usage history, weather, and interval meter data in a focused workflow for billing-question resolution.

- 1. Start with the customer question**
An agent begins with the account and billing issue the customer needs explained.
- 2. Bring together relevant context**
Bill Analyzer surfaces the account, billing, usage, meter, rate, weather, and billing-cycle factors relevant to the interaction.
- 3. Identify potential bill drivers**
The agent reviews what changed and the factors that may be contributing to the bill difference.
- 4. Explain the bill and next best step**
The agent can provide a clearer explanation and help the customer understand what to do next.



Built around AEP's existing systems

Bill Analyzer works alongside AEP's existing CIS, which remains the authoritative system of record. This enables AEP to improve the Customer Care workflow without replacing its core billing infrastructure.



THE RESULT

Faster billing answers and clearer customer explanations

With Bill Analyzer, AEP Customer Care agents can answer complex billing questions up to 80% faster while improving the consistency and quality of responses.

Up to 80% faster resolution

Complex billing questions resolved faster during live customer interactions.

170+ customer scenarios

Questions and issues identified with AEP shaped the Bill Analyzer workflow.

Clearer customer answers

Connected billing context supports more consistent explanations.

CIS preserved

AEP's existing CIS remains the authoritative system of record.



"Gigawatt's Bill Analyzer helps our agents quickly understand what is affecting a customer's bill and answer complex billing questions up to 80% faster, while improving the consistency and quality of responses."

Jorge Barba, Managing Director, Head of Data & AI at American Electric Power



THE OUTCOME

A focused model for customer service modernization

AEP's Bill Analyzer demonstrates how a utility can improve a defined customer care workflow without replacing the core systems that govern billing. By bringing relevant accounts, billing, usage, weather, meter, and rate context into one view, the capability helps agents explain complex bill changes faster and more consistently. Up to 80% faster billing-question resolution, built around 170+ customer scenarios and delivered alongside AEP's authoritative CIS.

Ready to improve billing question resolution?

Give Customer Care teams the context to explain complex billing questions faster and more clearly.

Talk to Gigawatt