

Driving Digital Payment Adoption Through Community Engagement

The Challenge

El Paso Electric (EPE) serves approximately 460,000 customers across West Texas and Southern New Mexico, including residential, commercial, industrial, public authority, and wholesale accounts.

As part of its ongoing effort to modernize operations and enhance customer experience, EPE partnered with Catalis Payments in 2019 to offer secure and user-friendly digital payment options through its online customer portal.

The Solution

EPE launched a multi-faceted initiative to build trust, raise awareness, and simplify the transition to online payments. This effort was designed to meet customers where they are, both literally and figuratively, and to make digital adoption approachable for all segments of its customer base.

A Community-Focused Strategy for Digital Adoption

Key elements of EPE's plan include:

- **Customer Education & CSR Engagement**
Service reps actively encouraged customers to adopt online payments, highlighting the benefits.
- **Integrated Marketing Campaigns**
Email, social media, print, and TV campaigns positioned digital payments as the default option.
- **Incentives for Auto-Pay & eBill Enrollment**
Promotions encouraged adoption of paperless billing and recurring payments.
- **Operational Adjustments**
Electronic payment kiosks were chosen to replace in-person payment centers, supporting a smoother transition without disrupting service access.

The Results:

Strong Growth & Meaningful Impact:

↑ **25%**
digital payment
transaction volume

↑ **36%**
total online payment
value processed

Operational & Cost Efficiencies:

↓ **7,000**
estimated annual
hours saved in paper
check processing

↓ **\$595k**
in estimated cost
savings annually
from processing
paper checks

Through strategic collaboration with Catalis Payments and a deep understanding of its community, EPE achieved a 25% increase in digital payment adoption while reducing costs, improving operational efficiency, and delivering a better customer experience. Catalis' scalable platform and expert support empowered EPE to modernize payment services and position itself as a leader in utility payment transformation.