

# Modern Energy Retail Billing



# Picafuel Online Billing: Monetize Every Opportunity

Despite technological advancements in monetization methods and the global shift to subscription-based services, most energy retailers are still relying on end-of-cycle billing methods. Customer transactions, services and consumption are aggregated during the bill period and then sent collectively at the end of the cycle, sometimes even as a bill in the mail.

In today's innovative business environment, these methods are outdated, inaccurate, time-

consuming and inefficient. Nowadays, energy retailers are providing new and exciting offerings for consumers: from fuel, electricity and natural gas to services like car washing, convenient stores, restaurants and more. They need a digital solution that can accommodate new billing and transactional requirements for these offerings. An end-of-month billing process means energy retailers are wasting resources and missing out on valuable monetization opportunities.

## End-of-Cycle Billing



## Picafuel's Online Billing Solution

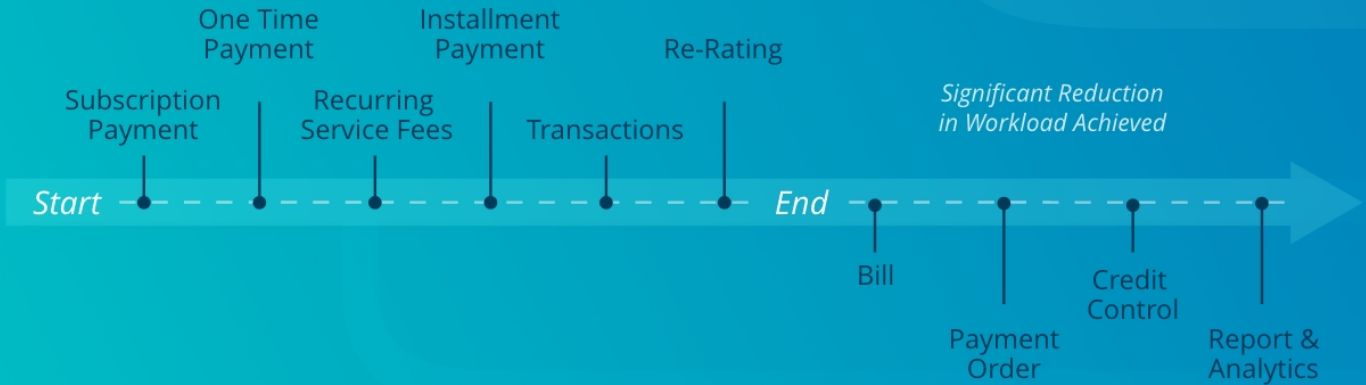
Picafuel's cutting-edge online billing and monetization solution transforms traditional batch billing processes into instantaneous, online processes, allowing for lightning-fast speed and unparalleled efficiency. With online rating for any transaction type, you will shorten the billing cycle and gain customization capabilities so you never miss out on a single monetization opportunity.

Plus, our solution provides advanced payment flexibility and transparency for your customers and partners, ensuring their satisfaction and loyalty.

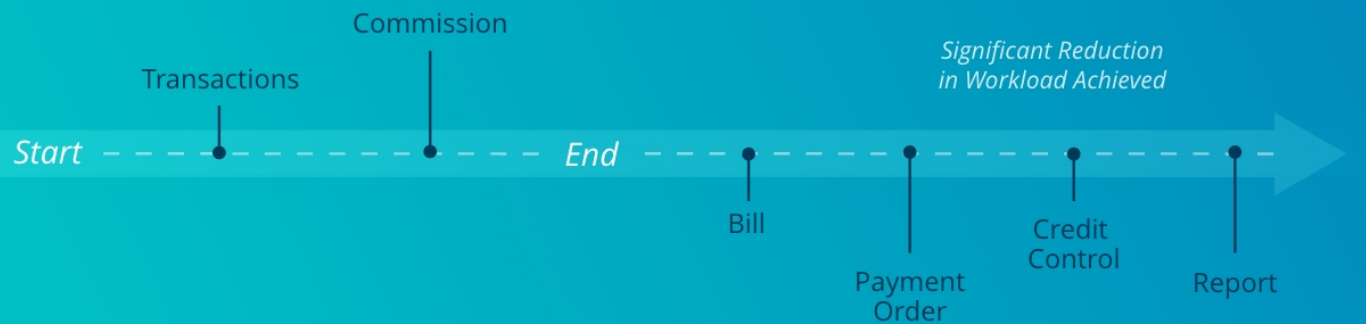
Picafuel's online billing solution is purpose-built for energy retailers' needs. You will be able to support any customer requirement through our wide variety of business models: subscription, one time fee, or per transaction payment types. If you need sophisticated discount and fee modules, we support those as well.

## Picafuel's Online Billing

### 01. Customer Billing



### 02. Merchant Reimbursement



# How Online Billing Helps Energy Retailers Win

## All-in-One Billing: One Invoice for All Your Services

Energy retailers are expanding their offerings beyond just gas pumps, to services like car washes, electricity charging and c-stores. However, these services are all running on different platforms and infrastructure. The added flexibility and dynamic capabilities in customer management, which are necessary to run a competitive business, also make the billing

process complex, inefficient and unmanageable. These silos make managing a dynamic and competitive business and running billing processes even more challenging.

Picafuel's online billing solution addresses this challenge by supporting a large number of business models (subscription, one time fee, or per transaction payments), discount options, payment means and identification methods in a unified service. On top of these, Picafuel adds another cohesive layer of information and provides an accurate, online view of all customer spendings. These abilities enable product and pricing flexibility, increase customer satisfaction, reduce friction and help energy retailers maintain a competitive advantage.

## Consolidation

With the energy retail industry going through digital transformation, it's only a matter of time until monetization is digitalized as well. Services that enable new payment types and identification means are already becoming the norm.

Picafuel's online billing is the ideal solution for energy retailers looking to streamline their billing process and manage the various payment and identification methods they offer. Whether payments require cards, apps, licenses, monthly fees, services, or e-wallets, Picafuel's platform can handle them all. All while simplifying the billing process and providing a unified view of monetization and business models. With online billing, energy retailers can easily manage and monetize every transaction, while

providing customers with advanced payment flexibility and transparency.

## Improved Billing Efficiency

End-of-cycle billing is a time-consuming and tedious process that requires collecting data from siloed systems, synchronizing and converging the inconsistent data and reshaping it into a customer-facing bill. Instead of consolidating the data and presenting it in a unified bill, some traditional billing processes involve generating separate bills for each product or service, leading to increased complexity and a lack of visibility into the customer's performance and spending patterns, resulting in difficulty in understanding the true value of the customer and the inability to fully capitalize on it. This process is also stressful, as this huge workload is performed against strict deadlines.

## Picafuel streamlines the billing process for energy retailers by providing a wide range of capabilities:



**Price rating** that calculates the final price based on the price list, discounts, fees and other commercial terms



**Cash flow** planning



**On-the-spot** price calculation for any transaction type



**On-demand reports** of earned/unbilled revenue at both the customer and system level



**Bill simulation** for ensuring commercial terms and discounts were accurately added and calculated



Support for both **automated and manual billing processes**



**Invoice review** before sending invoices to consumers



Billing process **customization**

With these online billing functionalities, energy retailers can dramatically shorten the billing process, accurately allocate resources and improve the overall customer experience. All while maintaining flexibility and efficiency, allowing them to stay ahead of the competition and adapt to market changes quickly.

## Automated Reconciliation

Manual calculations and disputes can be time-consuming and costly for energy retailers. Picafuel's automated reconciliation feature ensures that dealer reimbursements are calculated and executed accurately and efficiently.

This feature is crucial for energy retailers looking to streamline their billing process, increase efficiency and avoid disputes, while saving valuable time and resources.

## Infrastructure Integration

Manual data entry is a tedious and error-prone process. Inconsistencies can create serious misalignments and discrepancies that could have financial and legal implications. Furthermore, the isolation of data in various systems can prevent effective communication, resulting in operational inefficiencies and a lack of insight into the customer's performance and spending habits. This highlights the importance of integrating and streamlining these systems to ensure smooth commercial and billing processes, as well as a deeper understanding of the customer's value to the business.

Picafuel's online billing solution integrates deeply into energy retailers' stack to create a streamlined process with ERP, CRM and POS systems. This seamless integration allows for automated issuing of billing invoices and documents and report generation. Energy retailers reduce operational costs, cut down on required resources and save valuable time. Furthermore, the integration consolidates data from multiple systems, providing greater visibility into the performance of the business and enabling more informed decision-making.

## Anomaly and Fraud Detection

Fraud and theft can be a significant financial burden for energy retailers, resulting in potentially hundreds of millions of dollars in losses. The actions required to combat fraud, through training, identifying suspicious transactions, issuing new cards to replace intercepted ones and more, are all resource-intensive and time-consuming.

With Picafuel's anomaly and fraud detection engine, energy retailers can rest assured knowing that suspicious transactions are detected instantaneously. Using AI and big data tools, Picafuel can automatically flag suspicious transactions and driver behaviors. This feature is essential for protecting the business and bottom line from losses.

## Commercial Policy Management

Commercial policy management allows retailers to manage and govern customer commercial terms, vehicle identification means, multiple price lists and pricing programs. Flexibility is required for gaining a competitive edge in the market and improving the overall customer experience.

Picafuel's Commercial Policy Management enables dynamically adjusting pricing, products, contracts, programs, discounts and fees. Flexible business models and offerings are supported at both the account level and the end-user level. This helps energy retailers stay on top of their pricing strategy and provide customers with advanced payment flexibility and transparency, to monetize every transaction and increase sales.

# Next Steps for Energy Retailers

Picafuel's online billing solution is the ultimate game changer for energy retailers looking to streamline their billing process, extract maximum value and increase revenue.

With traditional end-of-cycle billing methods becoming time-consuming, inaccurate and inefficient, energy retailers need a solution that can meet the demands of today's fast-paced digital environment while driving billing modernization and monetizations.

Picafuel's cutting-edge solution transforms traditional batch billing processes into online processes, allowing for lightning-fast speed and unparalleled efficiency.

With instantaneous transaction rating for any transaction type, energy retailers can shorten the billing process, modify payments and prices and never miss out on a single monetization opportunity.

The solution also provides advanced payment flexibility and transparency for merchants and partners, ensuring their satisfaction and loyalty. Additionally, it offers an all-in-one billing feature, consolidating all services under one invoice, and operational benefits such as automated reconciliation and infrastructure integration.

By implementing Picafuel's online billing, energy retailers can not only improve their commercial offerings by having greater flexibility, dynamic pricing and better understanding of customer value but also reduce operational costs, be well-positioned to adapt to the changing industry landscape and new digital business models, and enhance the overall customer experience.

Discover what  
**Modern Energy Retail Billing**  
looks like

**BOOK A DEMO TODAY**