



# PayPal and Simply Energy simplify utility payments



Simply Energy powers Australia, providing electricity and gas to 700,000 business and residential customer accounts comprising 12% of the Australian market across five states.<sup>1</sup> Founded in 2005, Simply Energy is backed by ENGIE, one of the largest independent power producers in the world and a global leader in the transition to a zero-carbon economy.<sup>2</sup> ENGIE is searching out responsible, sustainable energy solutions, and through Simply Energy, offers Australian customers 100% carbon-neutral power options.<sup>3</sup>

## The opportunity.

A move to real-time processing aims to improve customer experience.

The team at Simply Energy wanted to move from a batch-based payment processing solution to real-time, for a smooth and more responsive checkout. The utility also wanted more robust and timely reporting, as well as streamlined processes for reconciliations and transaction confirmations.

Along with increased visibility and control, Simply Energy wanted to offer its customers payment flexibility and choice.

“We really wanted to provide our customers multiple payment methods, which was not possible with our legacy processor,” says Waqar Mehdi, Head of Digital Services at Simply Energy.

Simply Energy decided to make the move from batch processing to real-time, seeking a processor to help future-proof their business.



**Embracing PayPal as a trusted payment solution allows us to stay at the forefront of the evolving energy market, enhancing customer satisfaction and fueling our growth as a progressive electricity retailer.**

**Mazhar Shah**  
General Manager, Finance, Simply Energy

## **The solution.**

### **PayPal Checkout and PayPal Braintree make payments fast and frictionless.**

In April 2022, Simply Energy integrated PayPal Braintree and relaunched PayPal. Not only did this enable real-time processing, but it also offered additional functionality needed to scale and grow.

Paying with PayPal Checkout saves customers precious time and makes the purchase process smooth and fast. PayPal Braintree enables PayPal, credit and debit card payments, and other alternative payment methods in one, single integration.

Implementing the solutions has created “a more seamless, more frictionless process for our customers,” says Mehdi. “It’s quicker, it’s self-service, and at the same time, there’s more governance. We feel a lot more comfortable that the transactions are going to the right place.”

Faced with the complex nature of converting Simply Energy’s legacy system to real-time, the implementation was handled with full commitment and collaboration from both sides. “We had weekly calls with the PayPal Braintree team, to assist our teams wherever it was needed and to provide the best and most efficient way to do the implementation. The PayPal Braintree team was there at every juncture to give us guidance,” said Jen Plumridge, Project Manager at Simply Energy.

“We were able to very easily integrate with PayPal’s API (Application Programming Interface), so that process was seamless,” says Mehdi.



# The impact.

## PayPal solutions help increase operational efficiencies and boost customer satisfaction.

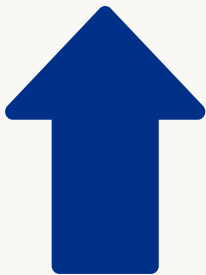
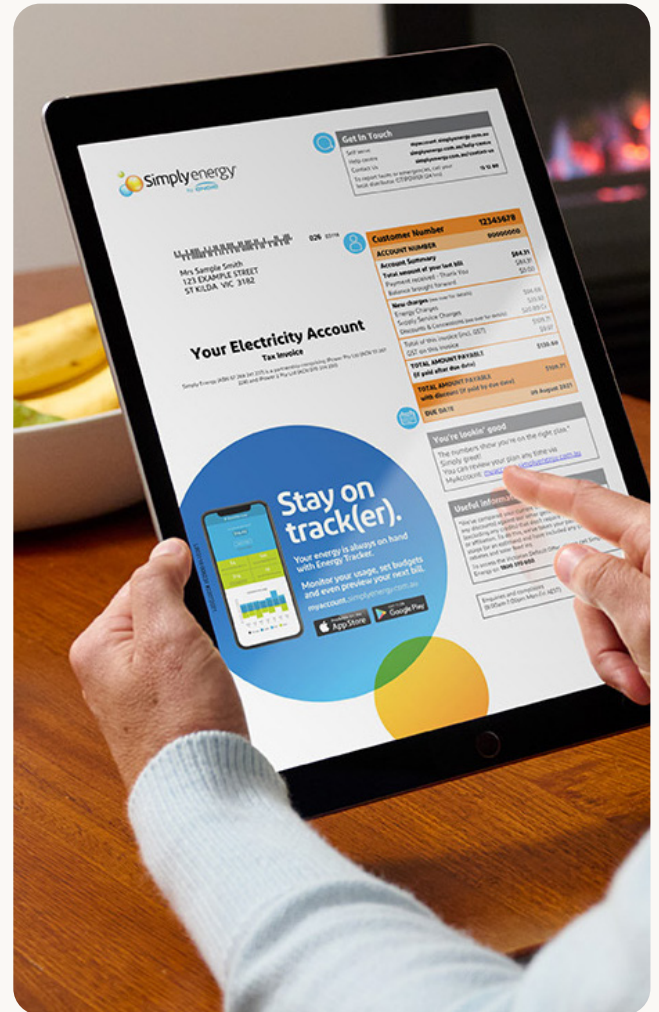
PayPal Braintree provides the visibility and reporting the utility needs for an enhanced customer experience.

“Having the ability to look at transactions in real-time allows better reconciliation, visibility, and reporting ability,” says Mehdi. “We can make proper decisions and provide our business stakeholders with good insights. In that way, this platform has really helped us.”

“It has been good for the customers because of its ease of use and because of the brand,” says Mehdi. “I think everyone in the world knows PayPal.”

Increasing customer satisfaction with enhanced checkout is a major benefit for Simply Energy. In many cases, the payment experience is the only contact customers have with the utility each month. Simply Energy’s research shows that offering PayPal is positively impacting their Net Promoter Score (NPS). “Payments are a key moment of truth for our customers,” says Allison Dorogoj, General Manager of Customer Experience and Growth at Simply Energy. “Making it easy for customers is an absolute priority for us.”

“As an energy retailer, we recognize the immense value PayPal brings to our business and customers alike,” says Mazhar Shah, General Manager, Finance, Simply Energy. “By leveraging their innovative platform, we enable effortless payment options for our services, making it easier than ever for our customers to manage and settle their energy bills.”



**Operational Efficiencies**



**Net Promoter Score (NPS)**



**Visibility**

<sup>1</sup> For more information, please visit: [https://en.wikipedia.org/wiki/Simply\\_Energy](https://en.wikipedia.org/wiki/Simply_Energy)

<sup>2</sup> For more information, please visit: <https://www.engie.com/en/feature/zero-carbon-strategy>

<sup>3</sup> For more information, please visit: <https://www.simplyenergy.com.au/why-choose-us/energy-efficiency-and-green-energy/carbon-neutral>

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