

TESTIMONIAL

Five questions to Giovanni Vattani, Head of Payment Systems at Enel Market Division



Enel Energia is Italy's largest power company and one of the main listed utilities in Europe. Today, the group operates in 40 countries worldwide, distributing energy and gas to approximately 61 million customers.

www.enel.com

Since November 2013, customers of Italy's leading power company Enel Energia (www.enelenergia.com) have been able to use MyBank in order to easily and safely pay their gas and electricity bills via online and mobile banking. From the MyEnel customer pages, consumers are routed directly to their online banking portal, where, as soon as they are logged in, they find a completed form with all the payment details for approval. Today, customers can initiate credit transfers with the support of MyBank; later this year, they will also be able to use the MyBank mandate solution for settling their bills.

In this interview, Giovanni Vattani, Head of Payment Systems at Enel Market Division Italy, outlines why Enel Energia supports MyBank and shares with us their live experience of the solution.

Enel Energia went live with the MyBank Credit Transfer solution in November 2013. What were the drivers behind your decision to offer the MyBank payment option to your customers?

GV: Enel has always offered payment methods that are immediate, efficient, readily available and cost-effective. The adoption of MyBank supports this customer-centric approach and supports us in our goal to further reduce payments that come in via bank branches or post offices and thus involve heavy manual handling, producing significant costs for us. MyBank also provides us with real-time reporting on the payment initiation.

How easy or difficult was the project to implement?

GV: We have been very pleased to see how easy and fast it was to connect to the MyBank solution and to put everything in place. The whole project went very smoothly and the co-operation between our project team, UniCredit and SIA was excellent.

How has this new payment option been accepted by your customers so far?

GV: We are surprised by how well MyBank has been received by our customers, even without any heavy promotion from our side! Our customers prefer to use the MyBank payment method for many reasons: low costs, speed, ease of use and high availability – which are the same drivers that brought Enel Energia to choose MyBank.

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Giovanni Vattani, Head of

You are also contributing to the MyBank E-Mandate Pilot. What are your expectations with regard to the MyBank mandate solution?

GV: Direct debit collections have always been a complex process. For the recently introduced SEPA Direct Debits we see failure rates of approximately one mandate in ten, requiring manual intervention from our side. Also, handling paper is extremely expensive because of postage, printing and data entry. We strongly believe in the electronic mandate and with the MyBank mandate solution, there is no need for handling paper any longer, which will significantly reduce costs and repair rates for us. What is more, the fully electronic creation of the mandate will be of great benefit for our customers: they will be able to simply and securely select the direct debit option on the Enel website and authorise the creation of a mandate through their own

online banking portal.

Do you see any other services around payments or electronic authorisation through which MyBank could support your business?

GV: What we like about MyBank is that it is not just a payment method but a platform that will offer additional services geared at enhancing the user experience. For us, e-identity solutions allowing us to obtain confirmation of our customers' identity are very interesting – we would finally get rid of having to send, receive and manage several types of contracts for each customer.

Ask today your Bank for MyBank or contact us at info@mybank.eu www.mybank.eu