



# Aetra Water Company Achieves “One-Second” Service with Datamax-O’Neil Printers

featuring microFlash® 4t portable receipt printer  
field service on-site billing ■ ■ ■



For more than a decade, PT Aetra Air Jakarta (formerly known as Thames PAM Jaya) has been supplying clean water to nearly 400,000 households in Indonesia’s capital city of Jakarta. It is one of the only two companies licensed by the government to manage the very complex task of treating, servicing, and supplying water to Indonesian families in Northern, Eastern and Central Jakarta.

## Problem ■ ■ ■

Aetra’s meter reading and billing previously involved a cumbersome 3-step process that included different contractors for meter reading, bill printing and bill delivery. At the first level, contractors were sent door-to-door to read meters for water consumption. These meter readers can typically capture data from 100 meter stands a day. The captured data would then be processed at the central data centre and the bills printed by another set of contractors. The last batch of contractors then deliver the bill statements to the right address. The entire process, from the initial capture of customer data to water bill delivery could take up to as long as seven days. In addition, as the process involved 3 contractors, the cost incurred for meter reading, bill printing and bill delivery was high.

These issues were a major concern for Aetra’s management. As a water service company, the ability to

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- Margie Elise Tumbelaka  
Aetra Communication Manager

### SOLUTION OBJECTIVES

- Shorten the billing cycle
- Reduce the cost to generate a bill
- Increase customer satisfaction by reducing human errors

### SOLUTION RESULTS

- Reduction in the cost of billing
- Bills are generated on-site in a matter of seconds
- Human errors are almost non-existent
- Customer complaints have significantly declined

capture and process meter-reading data both accurately and efficiently was critical to the success of the company.

## Solution ■ ■ ■

In order to solve this problem, Aetra started to look for new ways to improve and modernize its entire water meter data capture and billing system. They began by doing some benchmarking against several water companies abroad to learn how things were done over there. To make sure they have the best solution, they invited several



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companies to bid for the project. After a series of careful and thorough comparisons, Aetra chose Datamax-O'Neil's printing solution which can support a billing system that integrates with a data input handheld device and printer through Datamax-O'Neil's authorized reseller, PT Printama Sukses. "Having weighed a variety of aspects from pricing to seamless turnkey solution, we selected Datamax-O'Neil. We were convinced that Datamax-O'Neil would meet our requirements," says Margie Elise Tumbelaka, Communication Manager for Aetra.

In fact, the modernization of Aetra's billing system was also driven by the company's Aetra-Sedetik ("Aetra-One Second") program. This program focuses on ensuring one single party can capture the meter data, print the bill on a 10x15cm thermal paper and deliver the bill statement directly to the customer all at once. "The

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Aetra-Sedetik billing program is the first for water company in Indonesia. The billing statement is the official final statement, not just a cost estimate," adds Margie further.

For this purpose, Aetra uses Datamax-O'Neil's MF4te mobile printers for spot billing. Out of the 330 units, 297 printers are actively used while the rest serve as backups. The spot bills include information on the volume of water consumed by customers, the monthly bill amount, the payment due date and the late payment penalty, including other charges if any. With the help of the new system, the data captured by the meter readers are now directly linked to Aetra's central data processing centre and with a push of a button, the billing information are downloaded to Datamax-O'Neil's MF4te printers via a Bluetooth connection for printing. These printed statements are then handed to customers on the spot. "The Datamax-O'Neil solution has given us the level of practicality and efficiency we were looking for. The entire procedure – from data input to the printing of billing statement now takes seconds," said



Margie. "The solution has enabled us to radically change our billing process and boosted efficiency through on-the-spot bill printing," she adds.

## Results ■ ■ ■

The use of Datamax-O'Neil's spot billing solution has brought about many benefits, including the reduction of cost of bill printing and delivery. While previously it took an average of seven days to read the meter, print the bills and dispatch the bills to customers, today everything is completed in just mere seconds. This is in line with Aetra-Sedetik, as Aetra strives to achieve "a second to read, a second to print and a second to deliver". Data accuracy has also improved substantially.

Customer satisfaction has also seen noticeable improvement since Aetra rolled out the solution. In the past, customers had to wait for the bills to arrive at their homes before they know their consumption level and how much they have to pay. The bills were also fraught with errors. Now, with one solution that integrates data capture with printing, customers enjoy instantaneous access to meter consumption and billing information with no waiting and error. The number of customer complaints has since reduced significantly.

Aetra is also very pleased with Datamax-O'Neil's after-sales service through PT Printama Sukses. "In addition to a 2-year warranty, PT Printama also provides great service and is very proactive. On a scale from 1 to 5, we do not hesitate to give Datamax-O'Neil's after-sales service a 5. Every two weeks, they call us to check if we have a problem with the printer. If we do, their engineer will come and solve the problem on site or bring the unit to their office for repair," concludes Margie.

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