



Case Study

AMERICAN ELECTRIC POWER (AEP)



**ONBE
DEVELOPED
A DIGITAL
PAYMENT
SOLUTION
AROUND A
COBRANDED
PAYMENT
CARD.**

THE OPPORTUNITY

Onbe saw opportunities to create a seamless refund experience for subscribers that would meet operations goals and align with AEP's commitment to best-in-class customer service.

THE SOLUTION

Onbe developed a digital payment solution around a cobranded payment card. The intention of this strategy was to:

- Create operational efficiencies
- Ensure a positive customer experience
- Allow for faster processing and payment delivery
- Provide a universally accepted, fully serviceable payment method that customers prefer

THE RESULTS

Since launching the program in 2015, AEP has met its core objectives and seen additional benefits, allowing the company to reallocate resources to other business goals. The program has enabled AEP to:

- Deliver refunds faster
- Shift attention from check reconciliation and escheatment administration to serving customers
- Reduce fraud associated with check distribution