What Customer Engagement Strategies Work for Utilities?

Today’s consumer expects timely and contextualized service from all organizations – including utilities.

Challenges Utilities Face

- **#1 challenge is meeting and exceeding customer needs across all channels.**

- 6% of Companies are extremely satisfied with their ability to use data to improve the customer journey.

Deriving insight from large data volumes is a continuous struggle for organizations.

Analytics Can Be Enlightening

- **2.8X** greater year-over-year improvement in annual company revenue.
- **4.1X** greater year-over-year increase in revenue from new/real customers.
- **5X** greater year-over-year increase in # of positive social/media mentions.
- **22.4X** greater revenue improvement in customer win-back rate.

Establishing an omni-channel program using customer analytics helps utility companies deliver consistent, personalized and timely messages across all channels.

Those using customer analytics are...

- **71%** more likely to segment their consumer base by numerous criteria.
- **38%** more likely to analyze customer data to optimize product/service bundles for consumers.
- **64%** more likely to integrate customer data across an enterprise system to deliver comprehensive message across multiple channels.
- **71%** more likely to determine the relevant KPIs indicative of success in their omni-channel interactions.

Utilities capture customer data across multiple channels; however that is not enough to maximize customer experiences. They must use analytics as a key enabler to convert data into insights and then tie those insights together in order to deliver consistent, personalized and timely messages to each individual.