



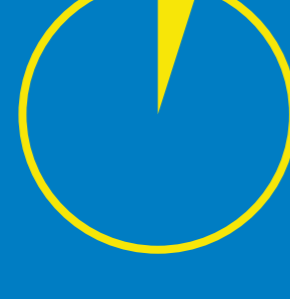
# What Customer Engagement Strategies Work for Utilities?

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



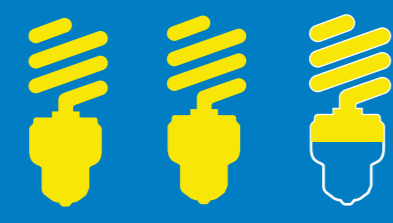
6% of Companies are extremely satisfied with their ability to use data to improve the customer journey

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

## Analytics Can Be Enlightening

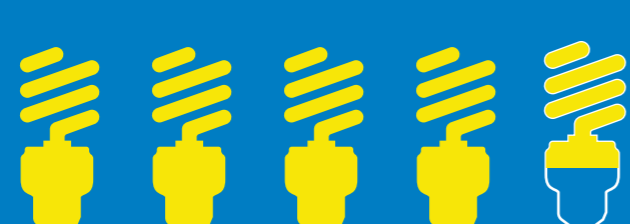


### 2.8X



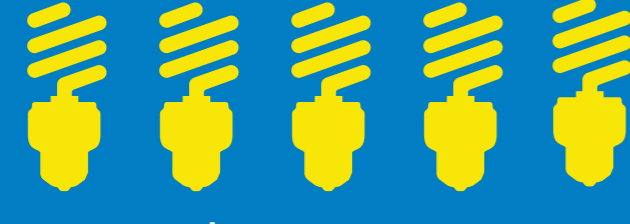
greater year-over-year improvement in annual company revenue

### 4.1X



greater year-over-year increase in revenue from net-new customers

### 5X



greater year-over-year increase in # of positive social media mentions

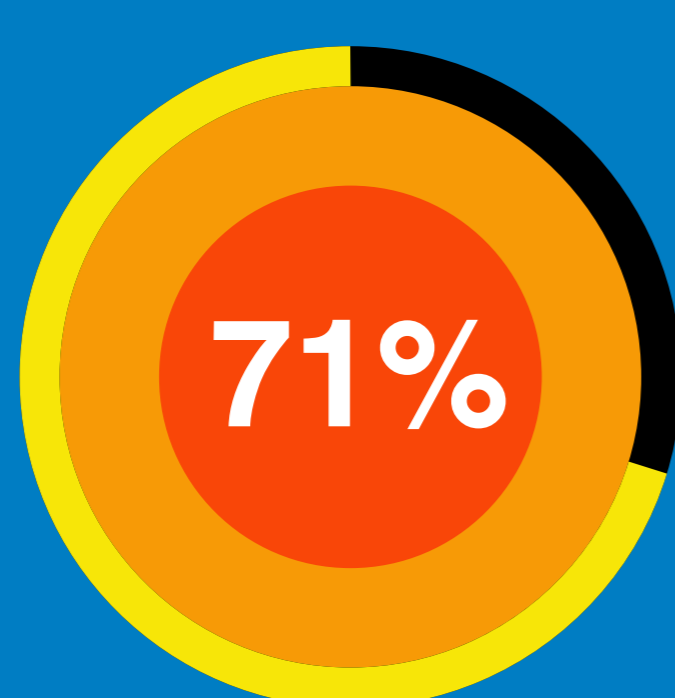
### 22.4X



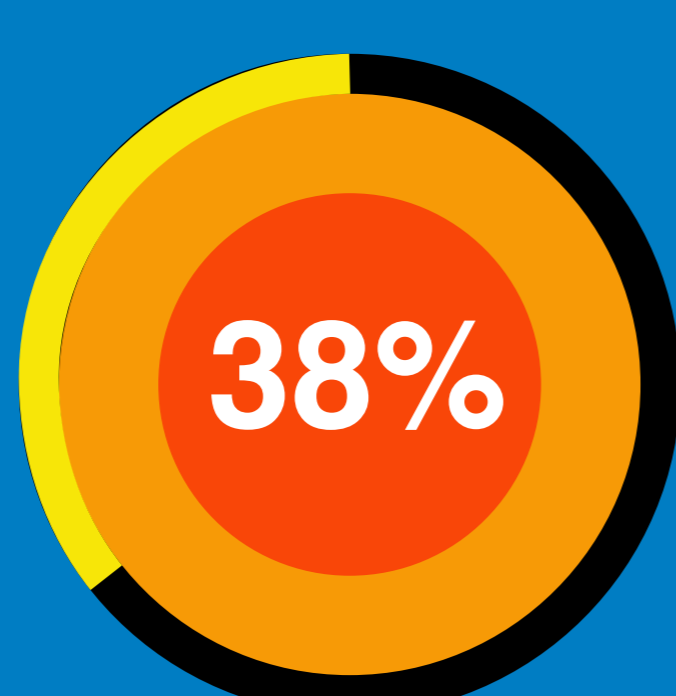
greater annual improvement in customer win-back rate

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

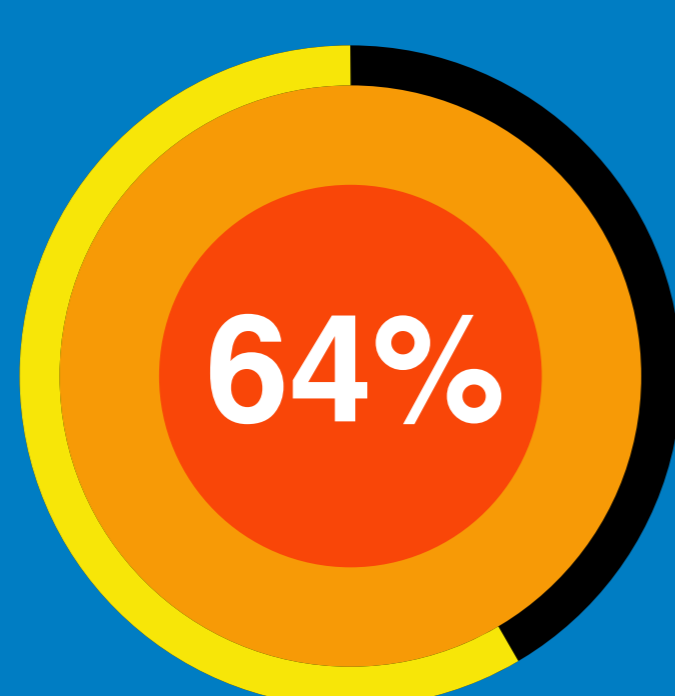
## Those using customer analytics are...



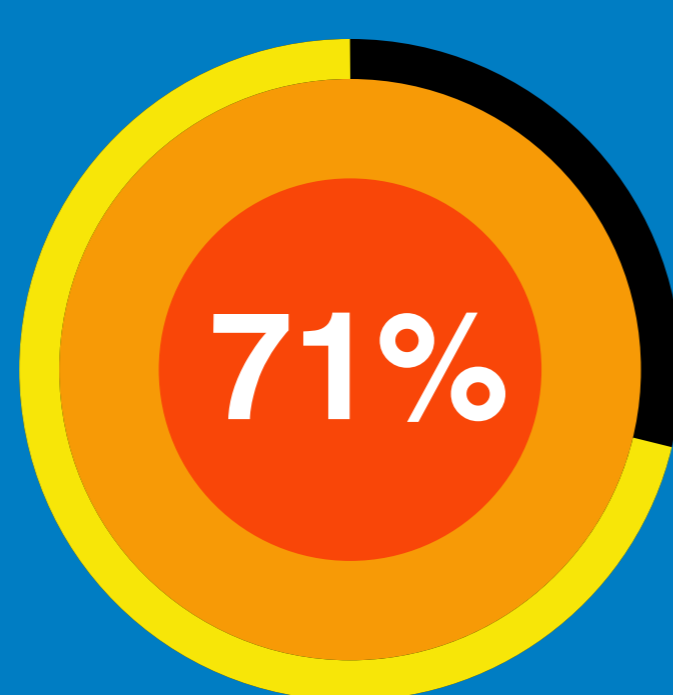
more likely to segment their consumer base by numerous criteria



more likely to analyze customer data to optimize product/service bundles for consumers



more likely to integrate customer data across enterprise systems to deliver consistent message across multiple channels



more likely to determine the relevant KPIs indicative of success in their omni-channel interactions



Utilities capture customer data across multiple channels; however that's 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.