

Plotting Your Customer Experience Course:

Suggestions for Outage Maps



Outage Map Awareness

90% of utilities have an outage map¹

Only 27% of customers are aware that their utility has a map²

Utilities that have outage maps should do more to market this key outage communications tool. Utilities without outage maps must act quickly to keep pace.

Outage Map Savings

Utilities can save **up to \$6** by deflecting a call to an outage map for information²

Utilities with high customer satisfaction rates show an increased profit of **3% to 4%**³

Utilities can improve cash flow with outage maps. By including functionality to report outages directly on their outage map, utilities can save money and reduce call center volume.³

Outage Map Information

Top outage information desired⁵

#1 Estimated Time of Restoration

#2 Crew Status

#3 Outage Cause

Utilities should continue to add information to maps. Some utilities are discussing whether they should add more layers of information to their maps, such as planned outages, water and gas outages, or even disabled lights.

Outage Map Satisfaction

Customer satisfaction increases **52 points** for customers who view their utility's outage map during a storm⁴

45% of consumers named maps among their most-desired channels for obtaining outage information¹

Utilities can increase customer satisfaction by offering self-service options that are user-friendly and mirror one another.⁶



KUBRA provides industry-leading utility outage maps and has built Storm Center maps for more than 40 utilities in North America. Out of 120 outage maps tracked by industry research firm Chartwell, more than one-third are KUBRA Storm Center maps.⁷

To learn more about KUBRA Storm Center outage maps and to view the latest available features, visit www.kubra.com and request a demo today.



¹ Chartwell Outage Communications: Trends in Online Outage Maps, 2016

² Chartwell Customer Care: Contact Centers and IVR, 2015

³ Energy Central Customer Experience in Electric Utilities, 2017

⁴ JD Power Customer Impact Report: Utility Outage Communications Preferences, 2012

⁵ Chartwell Outage Communications: Online Maps and Portal - Industry Update, 2015

⁶ Chartwell Outage Map: Viewbook, 2016