

# MAKING A BUSINESS CASE FOR UTILITY MOBILE APPS

## WHAT IS A MOBILE APP?

A mobile app is a software application downloaded and installed on a mobile device. An app can pull data from the internet and store it for offline access.

## TOP MOBILE FEATURES FOR UTILITIES

- Alert subscription registration
- Account and preference management
- Bill presentment and payments
- News and social media integration
- Interactive outage map and reporting
- Biometric authentication



## TOP MOBILE APP BENEFITS

- Increased speed
- Instant online and offline access
- Personalized content
- Immediate communication
- Enhanced customer engagement
- Feature-rich experience



## MOBILE APP USAGE TODAY

Smartphone owners use **30** apps each month.

**90%**

of consumers' mobile time is spent on apps.

**49%**

of mobile users open an app 11+ times each day.

**50%**

50% of mobile users prefer using apps for payments.

## TOP UTILITY MOBILE APP STATS

**65%**

of utilities say mobile technology will be the most influential customer experience trend in the next 10 years.

**30%**

of utility customers want to receive important information via mobile apps.

**25%**

of utilities offer bill pay functionality in their apps for customers.

**12%**

of customers prefer to contact their utility for customer service issues via a mobile app.

## MEASURING MOBILE APP ROI

- Mobile apps are expected to generate **\$189 billion** in revenue by 2020.
- Companies offering electronic billing reduce printing and postage costs by **60-90%**.
- Utilities can save as much as **\$6** for every customer participating in paperless billing.
- Customers using their utility's mobile app expressed an increase in loyalty by as much as **15%**.



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