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

50





MOBILE APP USAGE TODAY

Smartphone owners use



apps each month.



of consumers' mobile time is spent on apps.

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

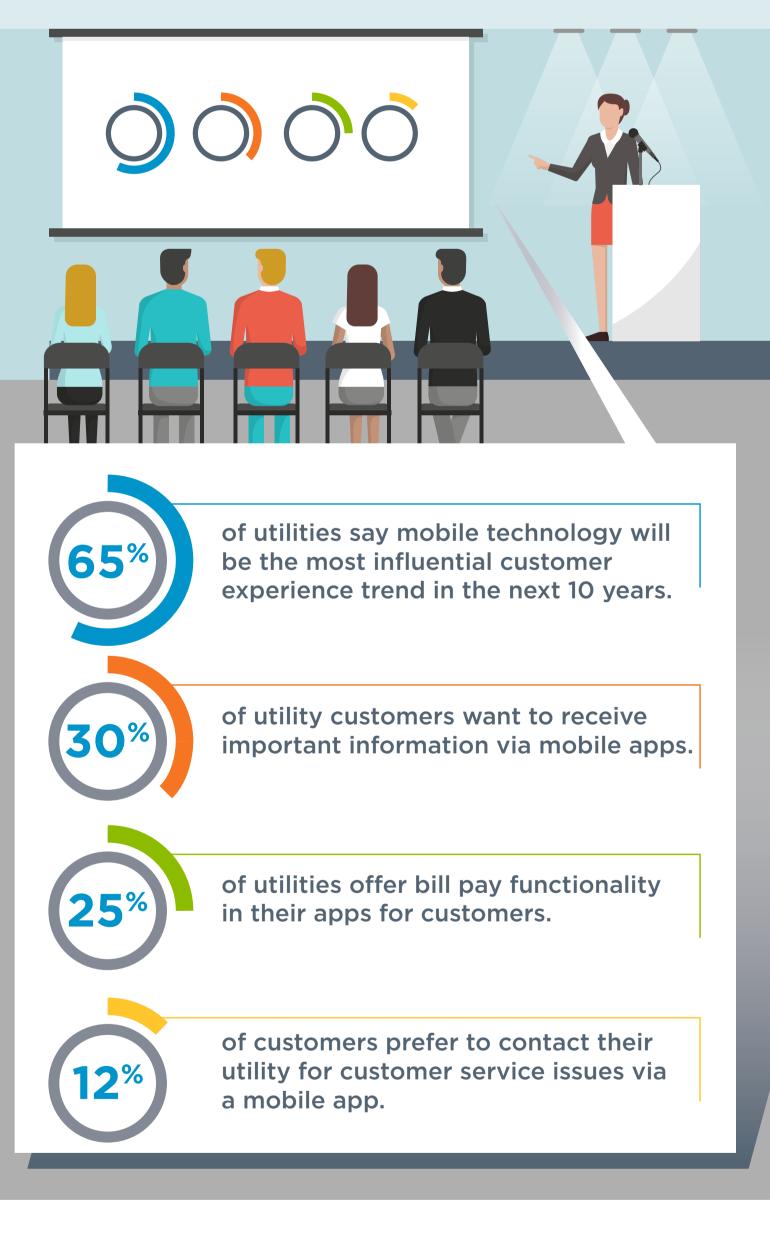
49%



50% of mobile users prefer using apps for payments.



TOP UTILITY MOBILE APP STATS



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%**.



Mobile Marketing Statistics Compilation. 12 Apr. 2019 Mobile App Download and Usage Statistics (2019). BuildFire, 19 Feb. 2019 Online and Mobile Payment Statistics." CreditCards.com, 4 Apr. 2019 Chartwell's Quarterly Review: Industry Benchmarks and Best Practices, 2019 Electric Light & Power, "Utilities playing catch-up to bring mobile payment to customers," December 2013

Topic: Mobile App Usage. www.statista.com, 2017 Chartwell's Customer Satisfaction Survey, 2018

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