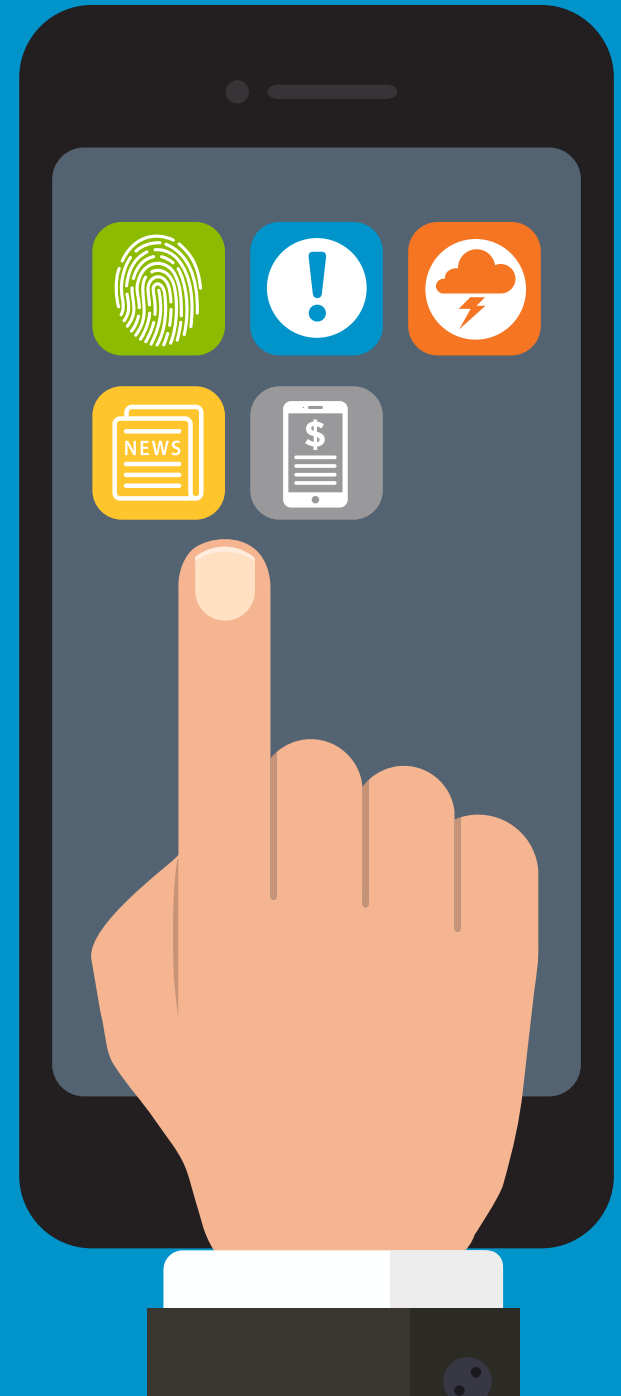


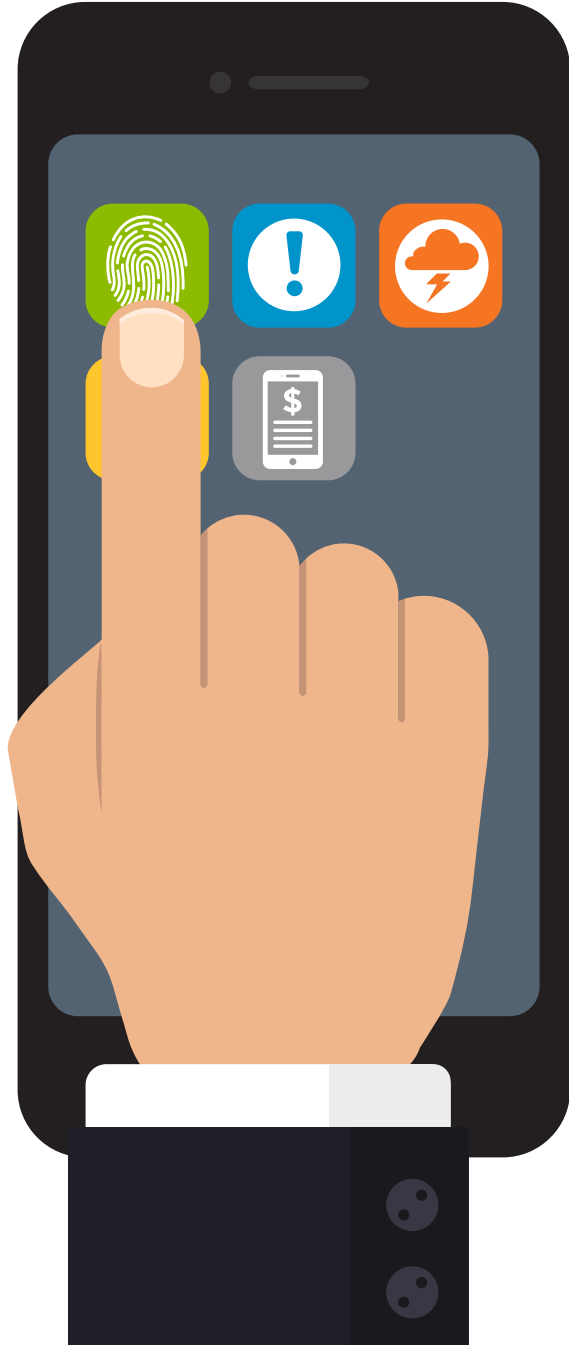
The Top 5 Mobile App Features Your Utility Needs



Did you know that a staggering 90% of mobile time is spent on apps? Smartphone users opt for mobile apps over mobile websites for improved user experience, faster speed, and extra features.

Apps have even been shown to boost customer satisfaction. In fact, customers using their utility's mobile app expressed an increase in loyalty by as much as 15%.

Let's explore the top five features your utility's mobile app needs to take your customer experience to the next level.



Feature #1: Biometric Authentication

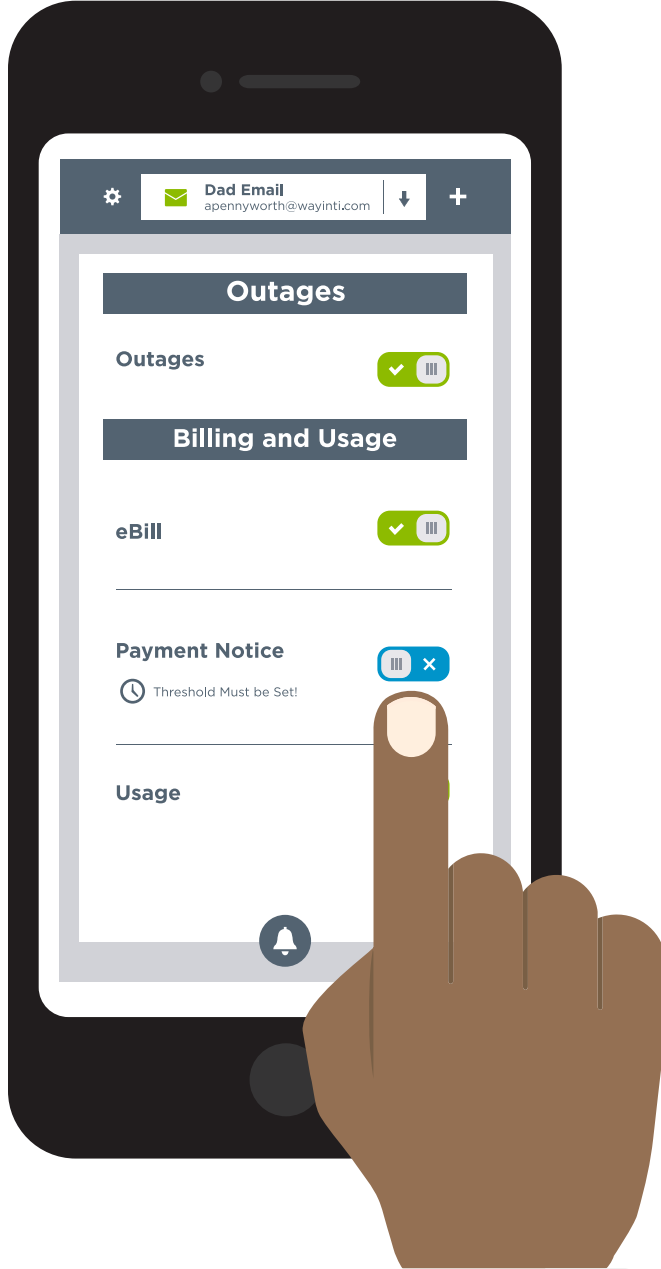
When customers log into your mobile app, they expect a seamless and secure experience. One of the most effective ways to deliver this is through biometric authentication that allows users to log in via touch ID, face ID, or fingerprint.

Feature Benefits:

Convenience - With biometric authentication, customers don't have to worry about remembering or resetting their passwords when logging into your app.

Security - Biological characteristics, like fingerprints, are hard to duplicate, which can lower your utility's risk of unwanted breaches.

Cost Savings - A single data breach costs \$3.86 million on average. Your utility can help avoid this cost with the increased security that biometrics provide.



Feature #2: Alert and Preference Management

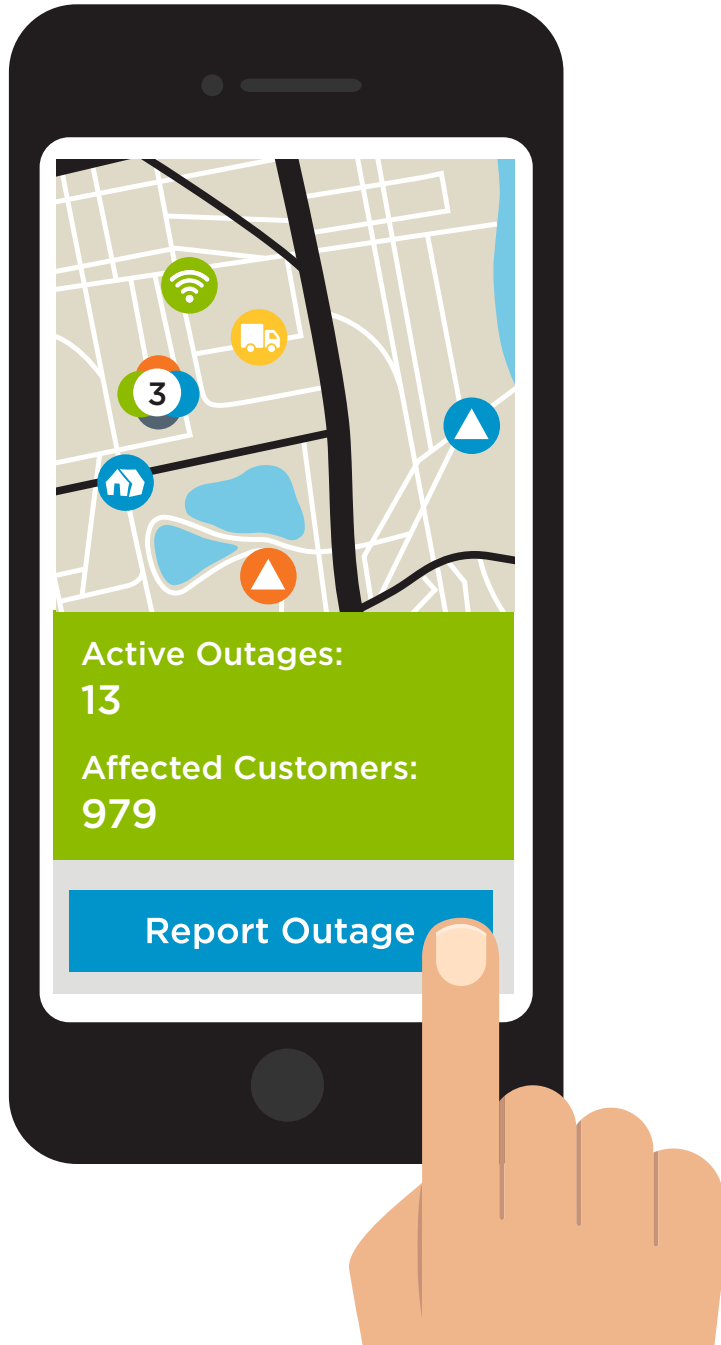
Your customers want to be proactively informed about their payments, power usage, and outages. Give them what they want, when they want it, with an alert and preference management solution built into your app. This feature allows app users to select the types of alerts they want to receive (bills, payments, service requests), as well as how they'd like to receive them (emails, SMS text message, push notifications). App users can also use this feature to select their language preferences, manage their contacts, and update their contact information.

Feature Benefits:

Better Customer Service - 74% of consumers agree that companies that offer multiple customer service channels provide better service.

Meet Customer Preferences - During a power outage, 57% of customers prefer to receive alerts by email, 53% prefer text message, and 32% prefer the utility's app.

Empowered Customers - 67% of consumers say they feel more in control of their relationship with a company when it offers multiple channels for customer service.



Feature #3: Interactive Outage Map

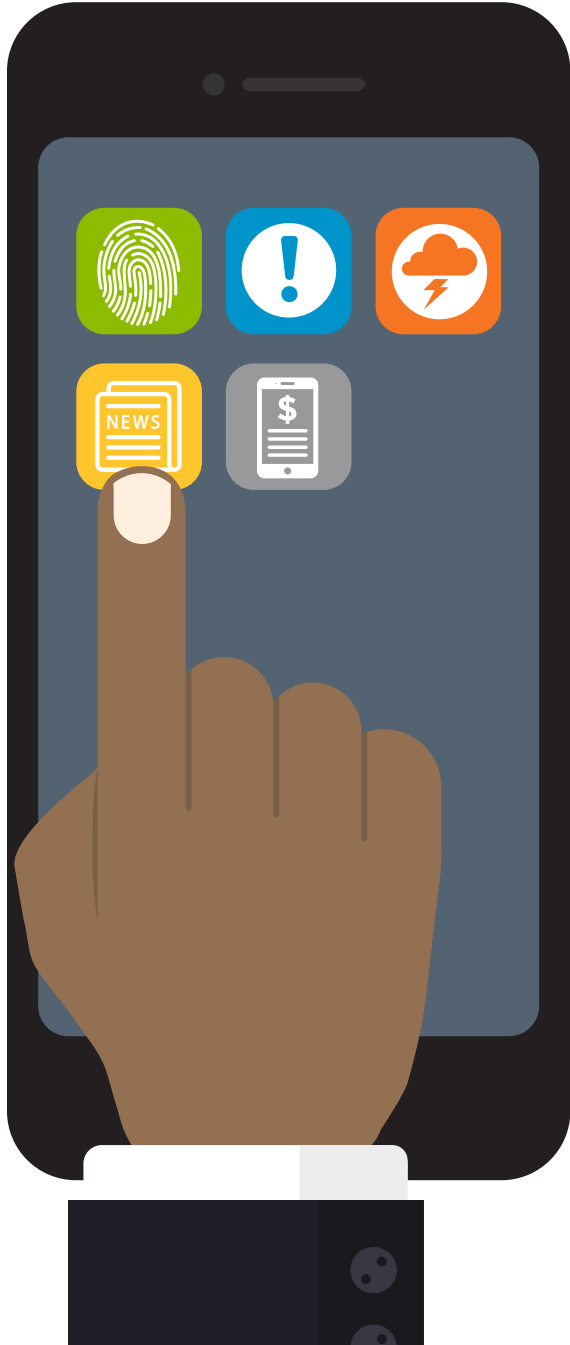
When a power outage occurs, customers will look to you for updates, the estimated restoration time (ERT), the outage cause, and more. Make sure your app includes an interactive outage map, so customers remain safe and informed during an outage.

Feature Benefits:

Meet customer demands - 45% of consumers named maps among their most-desired channels for obtaining outage information.

Reduce Call Volume - Providing a self-service map on your app can reduce call volume by up to 15% during an outage.

Cost savings - Utilities can save up to \$6 by deflecting a call to an outage map for information.



Feature #4: Direct Links, News, and Social Media Integration

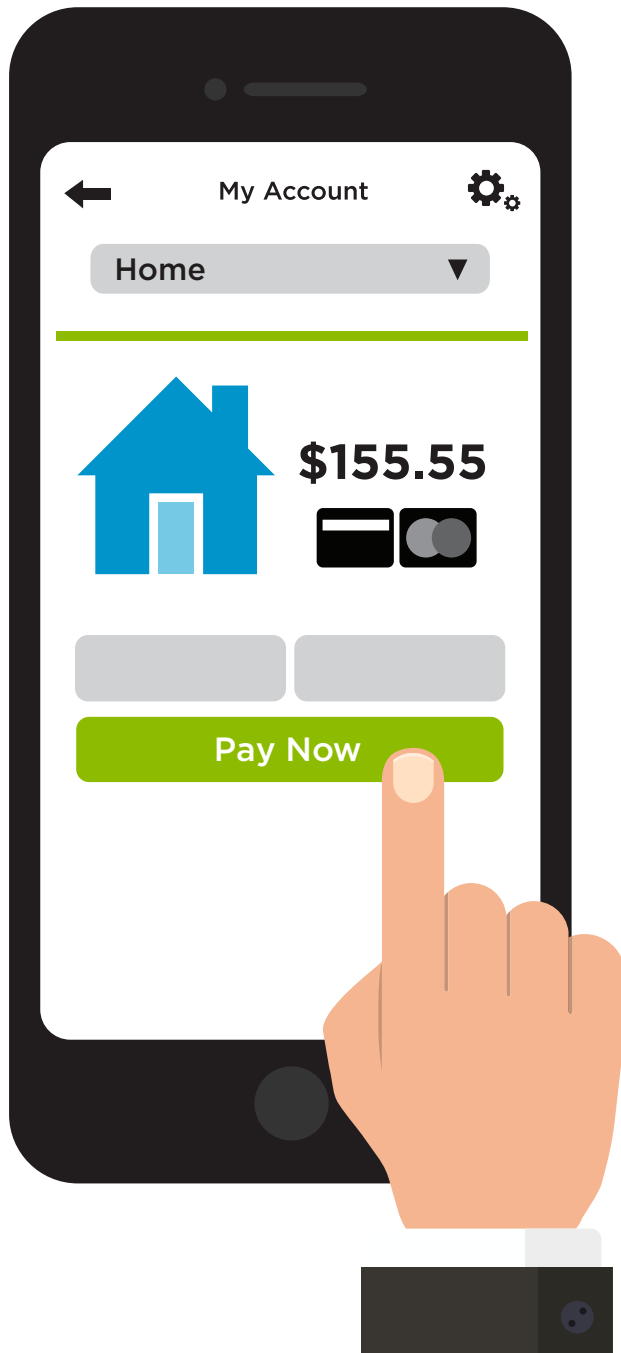
An alarming 25% of users will uninstall an app after one use. You can help reduce churn with enhanced mobile app features. One of the best ways to do this is by including links to your social media accounts and other external resources straight from your app.

Feature Benefits:

Improved functionality - Integrating your social media accounts to your app improves the app's functionality, which simultaneously improves the user experience.

Connectivity - With a single click from your app, your customers can engage with social media and contact you via Facebook, Twitter, and more.

Simplify & Inform - 28% of customers say basic details about utilities are too hard to find online. Direct links from your app help connect users to FAQs, news, and emergency phone numbers.



Feature #5: Bill Presentment & Payment

More than 50% of mobile users prefer to use an app to make a payment. With this, it's no surprise that the percentage of utilities offering the ability to pay via their mobile app has jumped from 37% to 46% since 2017. This proves the importance of providing a simple way to make payments through your app.

Feature Benefits:

Increase Customer Satisfaction - 80% of app users report being satisfied with mobile payments.

Convenience - 45% of consumers make mobile payments due to convenience.

More Options - Offering credit card and check scanning via your app is a convenient and secure way for users to enter their payment info without typing anything.

About KUBRA

KUBRA provides customer experience management solutions to some of the largest utility and government entities across North America. Our portfolio includes billing and payments, mapping, mobile apps, proactive communications, and artificial intelligence solutions for customers. With more than 1.5 billion customer interactions annually, KUBRA services reach over 40% of households in the U.S. and Canada. KUBRA is an operating subsidiary of the Hearst Corporation.

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