

How To Deliver an Exceptional Customer Experience

Common Customer Interactions Between Utilities and Their Customers



Bill payments



Outage reporting



Outage and billing inquiries



Usage tracking



Energy-saving advice



With Fewer Touchpoints Than the Average Business, Utilities Have Fewer Chances To Get It Right!

Track All Touchpoints To Learn How Each Impacts Customer Satisfaction

For utility customers, bill pay experience and resolution of unplanned outages impact customer experience most.



Offer Online Bill Payments and Paperless Billing

46% of paperless billing customers say digital billing services increased their satisfaction with their biller.

Proactively Communicate With Customers

Customers who recall proactive communications like scheduled outage information, high bill, or bill ready alerts score their utility higher on the Customer Effort Score*.



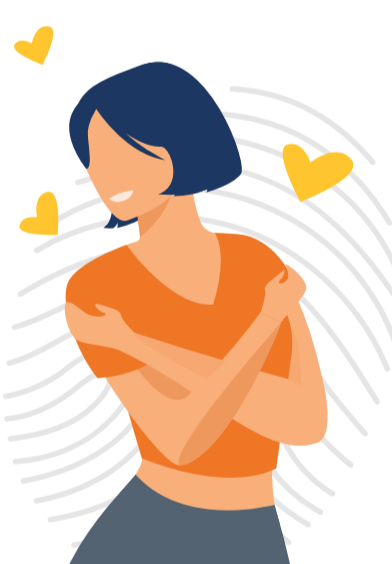
Find the Right CX Partner

Establish current needs and find a partner that has solutions to meet them.

Make It Personal

73% of customers prefer brands that take personal preferences into account.

Utilities should consider itemized bills, personalized offers, bill projections, and usage alerts.



Give Customers More Ways to Connect, Including Self-Service Options

60% of Americans say that their go-to channel for simple inquiries is a digital self-serve tool such as a website (24%), mobile app (14%), voice response system (13%), or online chat (12%).

Regulators, stakeholders, and customers are turning up the heat on utilities and forcing them to make CX a priority.

Contact KUBRA today to learn how to make better customer experience a reality.



www.KUBRA.com

Sources:

- Transforming customer experience in utilities, McKinsey & Company, October 4, 2021.
- Energy Utility Bills: The Paperless Advantage, Questline.
- As Customer Satisfaction With Utility Service Declines, Top Utilities Focus on Easier Customer Interactions, Escalent, April 5, 2022.

*Customer Effort Score (CES) is a single-item metric that measures how much effort a customer has to exert to get an issue resolved, a request fulfilled, a product purchased/returned, or a question answered.