

# Who is the Utility Customer of 2018?

#### Always Connected

95% of US adults own a mobile device, 77% of which are smartphones

89% of media time spent on a smartphone is for running apps

35% of customers access their utility's website by mobile phone or tablet

### **Social & Vocal**

45% of customers share negative reviews on social media

Net Promoter Scores decrease by 43% when customers don't receive a reply to social media comments

Customer advocacy increases 20% when brands reply to a customer on social media

# Appreciates Proactive Customer Service

77% of global consumers have a more favorable view of a brand that offers proactive customer service alerts and notifications

50% of utility customers nationally have signed up for outage alerts

Customer satisfaction is 33% higher among customers who receive outage information

## Wants to Self-Serve

91% of customers would use an online knowledge base if it were available and tailored to their needs

75% find self-service a convenient way to address customer service issues

67% prefer self-service over speaking to a company representative

## Growing Interest In New Technology

In the last year, smart device ownership increased 259%

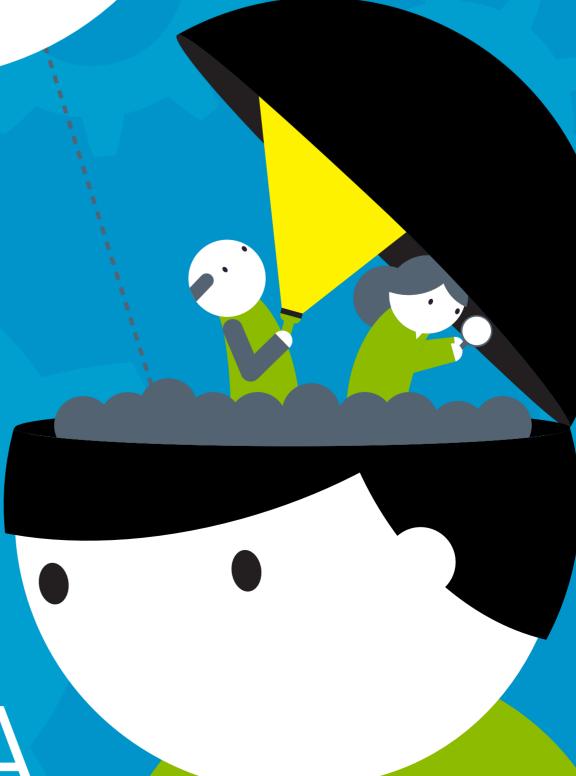
52% plan to buy a smart home device in the next two years

and 84% of those who already own

a smart device may purchase another

By 2019, wearables ownership is

projected to increase 35%



**AKUBRA** 

SOURCES: Adweek, Convince and Convert, Deloitte, Global Web Index, Google, HootSuite, J.D. Power, Microsoft, Pew Research, PlumChoice, SessionM, Smart Insights, WorldPay, Zendesk