

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%**

