



What Customer Engagement Strategies Work for Utilities?

Today's consumer expects timely and contextualized service from all organizations – including utilities.

Challenges Utilities Face



#1 challenge is meeting and exceeding customer needs across all channels



6% of Companies are extremely satisfied with their ability to use data to improve the customer journey

Deriving insight from large data volumes is a continuous struggle for organizations.

Analytics Can Be Enlightening

2.8X



greater year-over-year improvement in annual company revenue

4.1X



greater year-over-year increase in revenue from net-new customers

5X



greater year-over-year increase in # of positive social media mentions

22.4X



greater annual improvement in customer win-back rate

Establishing an omni-channel program using customer analytics helps utility companies deliver consistent, personalized and timely messages across all channels.

Those using customer analytics are...



71%

more likely to segment their consumer base by numerous criteria

38%

more likely to analyze customer data to optimize product/service bundles for consumers

64%

more likely to integrate customer data across enterprise systems to deliver consistent message across multiple channels

71%

more likely to determine the relevant KPIs indicative of success in their omni-channel interactions

Utilities capture customer data across multiple channels; however that's not enough to **maximize customer experiences**.

They must use **analytics as a key enabler** to convert data into insights and then tie those insights together in order to deliver consistent, personalized and timely messages to each individual.