

# The Future of Customer Engagement for Utilities

Customer Trends, Expectations, and Engagement

***SilverBlaze***

# Introduction

The way people engage with the world around them has changed. This includes the way they interact with their utility providers. Today, people are quicker to adapt new technologies, and they demand that the world keep pace with them.

For your utility, this means that features that put information at the fingertips of your customers are rapidly becoming non-negotiable. Customers want automatic updates, detailed reports on their usage, and the ability to adjust their accounts in order to meet their needs.

If your utility is not providing these services, it may impact your customer service ratings.

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You are currently viewing account 10001-001

Address: 9078 LESLIE STREET, RICHMOND HILL, ON N3Y 4T8  
Name: JOHN DOE  
Pay Plan: Budget Billing, Auto Pay  
Electric Deposit: \$50.00

Balance: \$395.06  
Water Deposit: \$25.00

Credit Rating: Good  
Current Balance: \$271.61

- Home
- Bills & Payment
- Transactions
- Usage
- Smart Meter
- Compare
- Outages
- Profile

### My Electronic Bills

View Bill	Type	Date	Bill Amount	Due Date
<a href="#">View Bill</a>	Electric	Feb 13, 2014	\$456.78	Mar 13, 2014
<a href="#">View Bill</a>	Water	Feb 13, 2014	\$13.22	Mar 13, 2014
<a href="#">View Bill</a>	Electric	Jan 11, 2014	\$345.67	Feb 11, 2014
<a href="#">View Bill</a>	Electric	Dec 12, 2013	\$234.56	Jan 12, 2014
<a href="#">View Bill</a>	Electric	Nov 14, 2013	\$123.45	Dec 14, 2013
<a href="#">View Bill</a>	Water	Nov 4, 2013	\$12.33	Dec 14, 2013

### Pay My Bill

Current Balance: \$395.06

You are enrolled in our Pre-authorized Payment plan. Payment is not required as we will automatically withdraw payment.

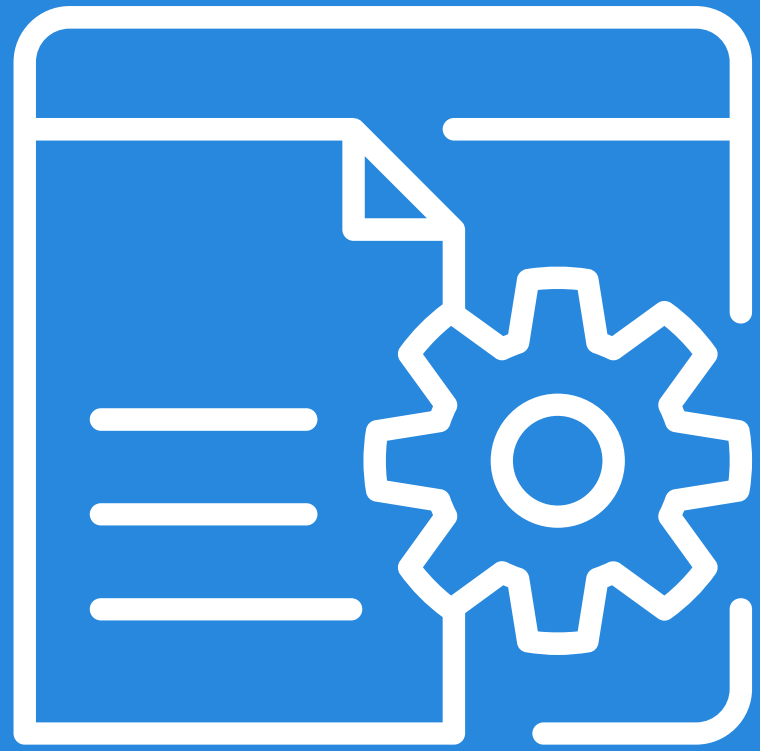
Pay Amount:

Past Due: 123.45  
Current Balance: 271.61  
Balance: 395.06  
Other: Enter Amount



**Don't get left behind when it comes to embracing new technologies and features for your utility.**

**We've compiled the latest research from an original online survey\* of utilities customers across the U.S. so you can learn exactly what customers like yours are saying.**



# 53.5%

of customers surveyed indicated their preferred method of contacting their utility provider was through the use of **online forms and email.**

Of respondents between the ages of 18–24,

# 68.8%

 prefer a mix of **online forms, email, and SMS messaging.**

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Account 000010-01

**Account Details**

Your account is past due and may be disconnected. Please settle payment as soon as possible to avoid interruption of service.

Address:	123 MAPLE AVE, SPRINGVILLE, NY 10001
Credit Rating:	Good
Name:	HAPPY CUSTOMER
Balance:	\$80.98
Past Due:	\$123.45
Pay Plan:	Budget Billing Account, Auto Pay

**My Current Bill**

Current Balance: **\$80.98**

You are enrolled in our Pre-authorized Payment plan. Payment is not required as we will automatically withdraw payment.

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FOR HOME - FOR BUSINESS - OUTAGES - ENERGY MANAGEMENT - CONTACT US

Change Account You are currently viewing account 000010-01 (Residential Example) Refresh Logout

**Account Details**

Your account is past due and may be disconnected. Please settle payment as soon as possible to avoid interruption of service.

Nickname:	Residential Example
Address:	123 MAPLE AVE, SPRINGVILLE, NY 10001
Credit Rating:	Good
Name:	HAPPY CUSTOMER
Balance:	\$80.98
Past Due:	\$123.45
Pay Plan:	Budget Billing Account, Auto Pay

**My Alerts**

**Outage Alert**  
An outage has been confirmed at 123 MAPLE AVE, SPRINGVILLE, NY 10001. View Map

**Planned Outage**  
An outage is planned on Apr 26, 2018 at 123 MAPLE AVE, SPRINGVILLE, NY 10001. View Details

**Electricity Budget Exceeded**  
\$57.98 ↑  
your electricity charges to date for your current bill  
\$10.00  
your budget threshold alert setting

**My Recent Usage**

Electricity Water Gas

You used 11.1 kWh more electricity compared to your previous bill

Usage on your current bill dated 1-Feb-2018	674.5 kWh
Usage on your previous bill dated 2-Jan-2018	663.4 kWh



# 30.4%

of survey respondents between the ages of 18 and 34 said they would like to

give a trusted friend or family member restricted access to their utility account while they're away, such as on an extended vacation.

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FOR HOME ▾ FOR BUSINESS ▾ OUTAGES ▾ ENERGY MANAGEMENT ▾ CONT

Change Account You are currently viewing account 000010-01 (Residential Example) Refresh

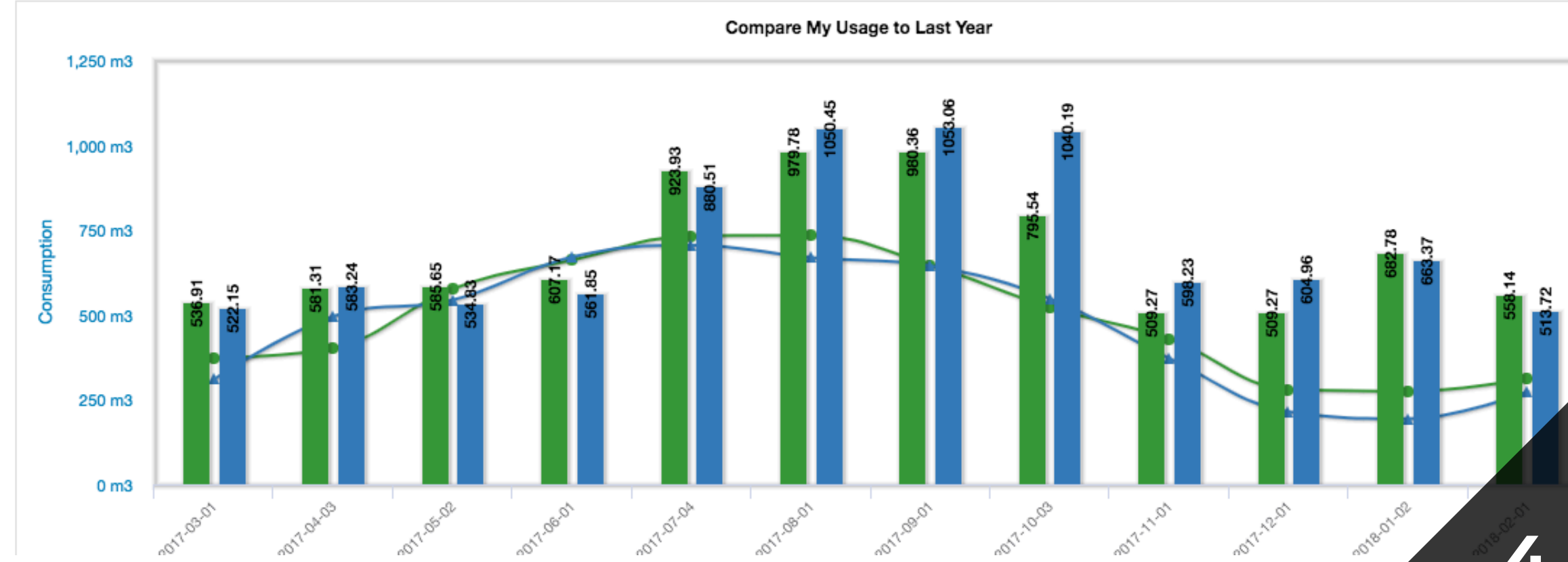
- Home
- Bills & Payment
- Transactions
- Billed Usage
- Smart Meter
- Compare**
- Outages
- 

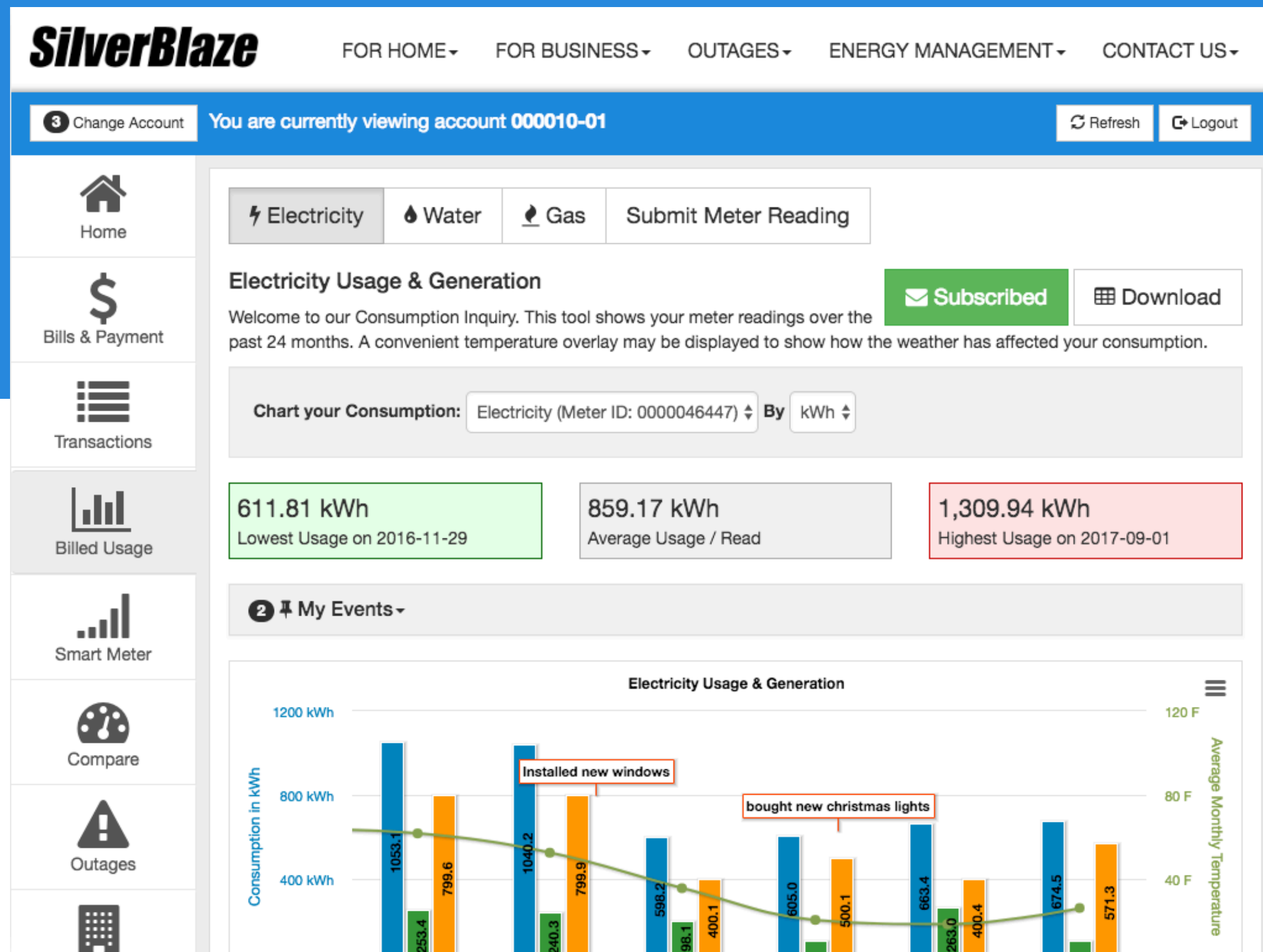
Compare Last Bill Compare Year Over Year Compare in my Area

### Compare Usage to Last Year

Welcome to Compare Usage to Last Year. This tool shows you how your consumption compares to the same period last year. Improvements in your consumption should show you have implemented any energy savings programs.

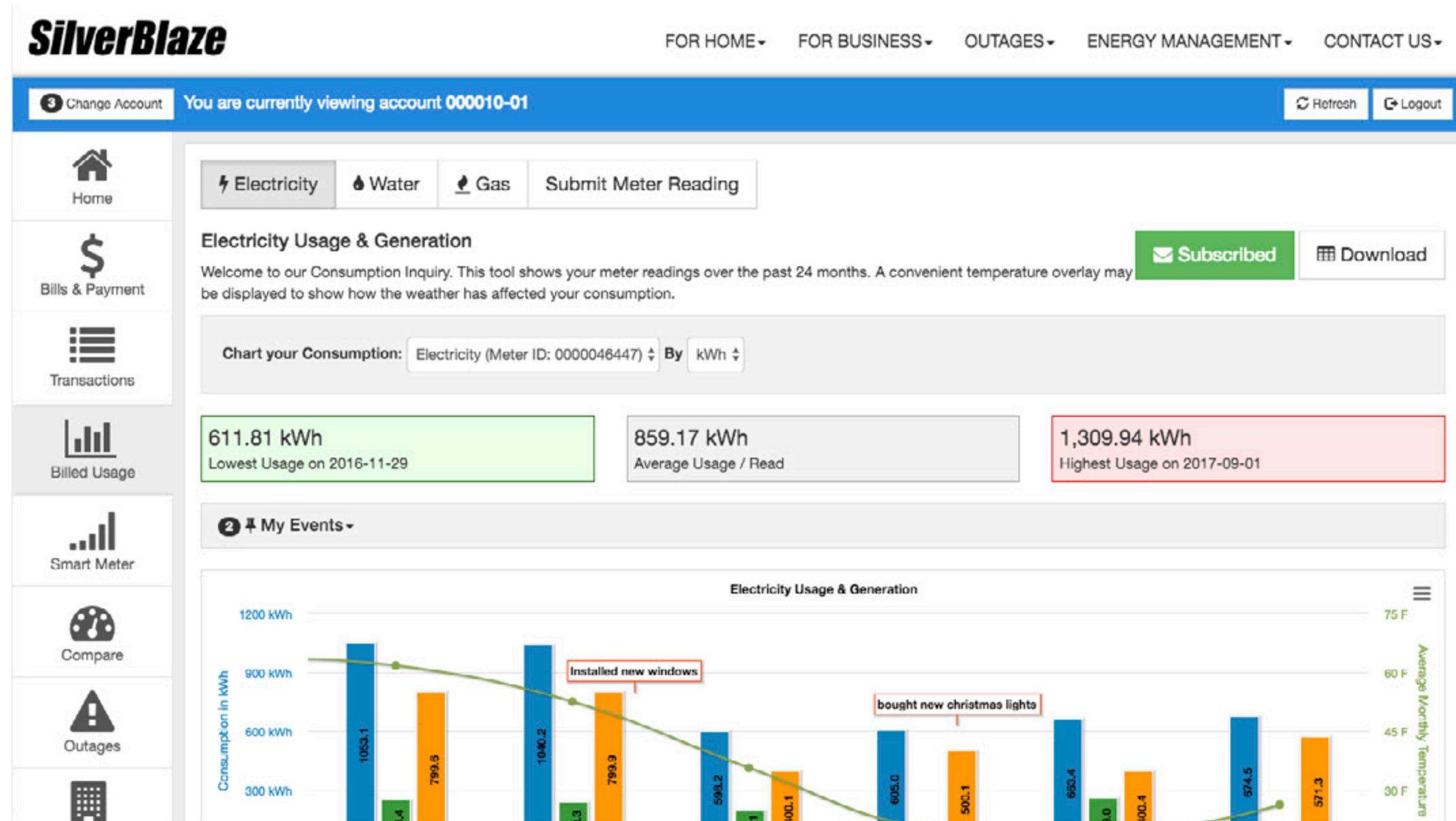
Comparing Gas (Meter ID: G000046447) by Usage





# 56.4%

of responders between 18–24 want to receive billing and other notification via SMS (text) messaging.



# 46.7%

of respondents indicated that they want monthly usage reports from their utility provider.



# What Do Customers Want to be Contacted About?

**44.7%**

of 25–34 year olds want to be contacted about **bundles and special offers.**



**28.9%**

of 25–34 year olds want to be informed about **new products.**

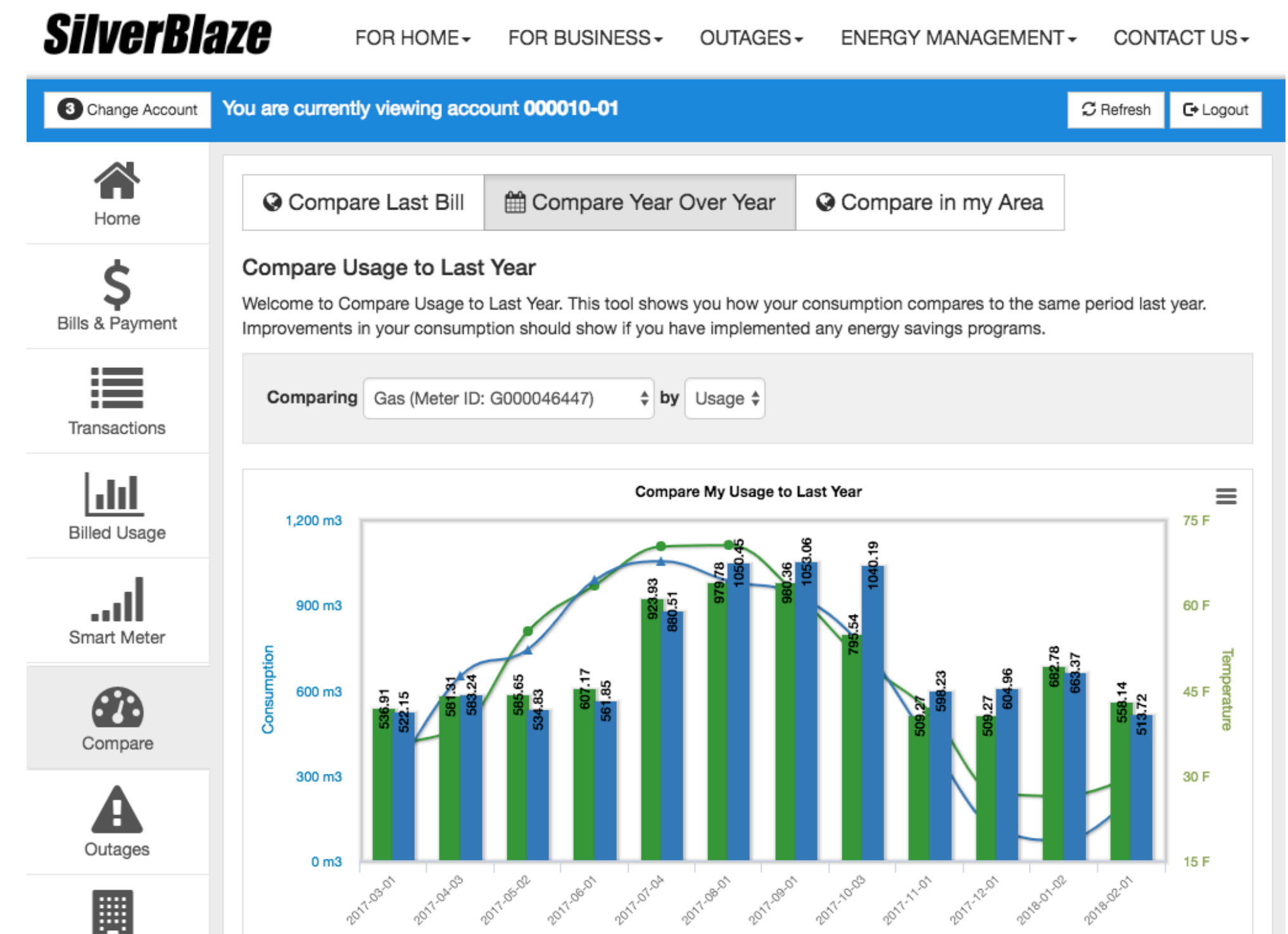


**26.3%**

of 25–34 year olds want to be contacted about **conservation programs**



of all survey respondents **74.2%** said that the ability to track usage events (such as installing a new air conditioner, transitioning to efficient lights) would be “useful” to “very useful”.



# Customer Expectations and Customer Centricity

With new customer expectations, comes new opportunities for utilities, and this shift is coming from multiple directions. Countries around the globe are putting into effect new regulations for energy transformation and these changes are creating significant momentum in others.

Utility models are adapting to embrace the idea of customer-centricity and are more reliant on creating a dynamic two-way relationship between the utility and the customer. Studies indicate that almost half of utility customers want to monitor and manage their utility usage either on the go (mobile) or digitally (for example on a home computer) (Utility Dive, 2017).

Digital and technological innovation are behind evolving customer expectations, and the need for customer centricity when designing new service offerings. With the dynamism of other industries in implementing these customer focused models, the utility industry must be ready to change to keep up with the pace. At the end of the day, the consumers who adopt disruptive service providers (such as Netflix or Uber) and appreciate improved convenience, will have higher expectations from other service providers they do business with.





# Prepare for the future!

The SilverBlaze Customer Portal for Utilities, designed for public, private, and municipal utility providers, improves customer satisfaction and delivers positive ROI results.

The SilverBlaze Customer Portal for Utilities provides utilities with customizable, easy-to-integrate, high-value solutions that enable customers to interact with their utility providers when it's convenient for them.

## ***SilverBlaze***

**Contact us to learn more, or  
to schedule a live demo of the  
SilverBlaze Customer Portal.**

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