

# Exceptional Customer Experience for Utilities

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Customer Connections

Engineering & Operations

IT/OT Cybersecurity

Safety & Lineworkers

## 4-PART GUIDE TO EXCEPTIONAL EXPERIENCES FOR UTILITIES



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Table 35

Thank you for joining us for this  
4-part presentation.

**DIGITAL CUSTOMER ENGAGEMENT AND DIGITAL CUSTOMER  
EXPERIENCE**

**LEARN THE SEVEN ESSENTIAL ELEMENTS OF DIGITAL CUSTOMER  
ENGAGEMENT**

**FULFILLING THE ENGAGEMENT NEEDS OF INTERNAL AND  
EXTERNAL STAKEHOLDERS**

**ELEVATING YOUR DIGITAL CUSTOMER ENGAGEMENT**



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# What is the difference between Digital Customer Engagement and Digital Customer Experience?

## The Two Key Concepts



# The Two Key Concepts

## **Digital Customer Engagement**

Digital Customer Engagement refers to how a company interacts and communicates with its customers digitally. It involves using various digital channels, like social media and websites, to understand, engage with, and enhance the customer experience.

## **Digital Customer Experience**

Digital customer experience refers to customer satisfaction with a company's digital touchpoints and interactions.

# The Two Key Concepts

## Digital Customer Engagement

Digital customer engagement is about building relationships and leveraging technology to meet customer needs and expectations.

**66%** of customers **expect companies** to understand their needs.

HubSpot

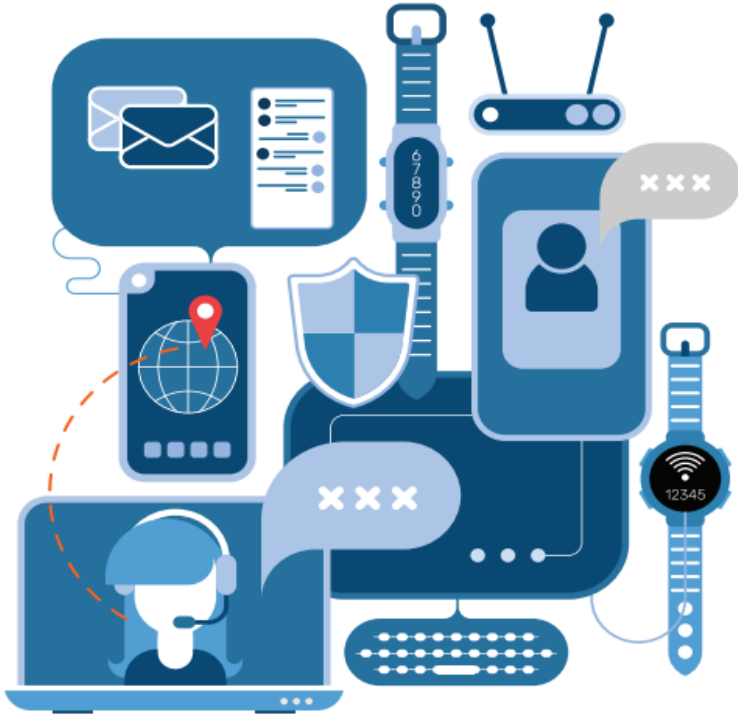
## Digital Customer Experience

The digital customer experience encompasses a customer's entire journey through a company's digital platforms, such as websites, mobile apps, and online support channels. It aims to provide a seamless, user-friendly, and valuable experience at every stage of the customer's digital interactions.

What is Digital Customer Engagement  
comprised of?

The Seven Elements

## 7 elements of a winning digital customer engagement framework



Social Media

Self Service Portals

Mobile Applications

IVR and Dialer Systems

Live & AI Chat Systems

EMAIL & SMS

Online Surveys



# The Seven Elements

90%

of social media users follow at least one brand on social media

Instagram

## 1. Social Media

Social media's role in digital engagement is exponential and its influence is rapidly expanding. Projections suggest that social media users will surpass 5.85 billion in 2027, representing 70% of the world's population.

**Using at least one social media platform by age**

84% of people 18-29

81% of people 30-49

73% of people 50-64

45% 65 and up

## The Role of Social Media

An effective social media strategy that caters to the unique and emerging needs of your market will boost customer engagement. And, as even more of your customers seek to engage through social media, the available data will drive new opportunities to build resilient customer relationships.



# The Seven Elements

## 2. Customer Self-Service Portal

Customer engagement portals are an integral part of any effective digital engagement strategy. By seamlessly integrating customer self-service portals into the customer journey, customers can effortlessly access account information, support resources and carry out routine tasks independently.

## 3. Mobile Applications

Mobile apps have revolutionized the way companies interact with their customers. Customers can effortlessly manage their accounts and access a company's products or services with personalized features and user-friendly interfaces. These apps offer tailored recommendations based on past purchases resulting in a more customized and engaging user experience.

# The Seven Elements

## 2. Customer Self-Service Portal

By giving customers access to a portal with robust self-service functionality, customers are free from the restraints of call center capacity and office hours. Customer self-service portals can provide customers access to online resources such as knowledge base platforms, FAQs, community forums, and online ticketing systems, which is crucial to achieving favorable outcomes.

## 3. Mobile Applications

Unfortunately, according to the 2023 JD Power Digital experience study, Utility companies are lagging in mobile app usage. Their Digital Experience study, now in its 6th year, shows that only 30% of large utilities have mobile apps.

# The Seven Elements

## 4. Interactive Voice Response (IVR)

Interactive Voice Response (IVR) and Dialer Systems automate customer interactions over the phone, allowing customers to navigate through menus, receive information, or connect with the appropriate department. Through IVR & Dialer systems, businesses can enhance their customer service experience and streamline communication channels, resulting in a more efficient and productive operation.

## 5. Live & AI chat systems

Live chat systems provide an efficient and convenient way to engage with customers. Whether staffed by human agents or AI-powered chatbots, Chat Systems enable real-time conversations that can address customer inquiries, provide immediate support, and guide customers through various processes. Additional benefits include efficiency gains in customer service operations, the ability to provide 24/7 support, and the ability to capture and act on trending questions, issues and opportunities.

# The Seven Elements

## 6. Email & SMS

Email and SMS platforms send targeted communications, notifications, updates, and offers to customers, maintaining regular engagement and fostering relationships.

What's the difference between email and SMS? Email and SMS are both effective communication methods, each with its strengths. Email allows for sending detailed messages with attachments available for future reference. On the other hand, SMS is ideal for quick and timely information.

## 7. Customer Satisfaction Surveys

Online customer satisfaction surveys are a valuable tool for businesses to gather feedback and assess the satisfaction levels of their customer base. Through these surveys, companies can identify areas that require improvement and evaluate the effectiveness of their customer engagement initiatives. With the ability to obtain honest and direct feedback, companies can make informed decisions that enhance the overall customer experience and foster long-term customer loyalty. Businesses can continuously improve customer satisfaction by leveraging the insights from such surveys.

# Assessing and Measuring your Current Digital Customer Engagement Capabilities

## The Three Phases



# Current Capabilities

## Are Your Current Efforts Effective?

Digital customer engagement is critical to the success of any business or organization.

But how do you know if your current efforts are effective? Here, we'll talk about the process, delivering enhanced engagement through a straightforward and easy-to-follow approach.

## 3 phases to assess and measure digital customer engagement



Internal Stakeholders

External Stakeholders

Identify Gaps

# 3 Phases to Assess Current Capabilities

## Evaluate your current capabilities

Let's explore assessing and enhancing digital customer engagement capabilities. It is critical to factor in feedback from both internal and external stakeholders.

- 1. Involve internal stakeholders such as customer care and public relations.**
- 2. Solicit feedback from external stakeholders (customers).**
- 3. Identify any areas for improvement.**



# Assess and Measure

## What are Your Current Capabilities?

Internal stakeholders will include teams such as customer care and public relations. Engage with them to gain insights into their goals, challenges, and priorities when engaging customers digitally.

Learn more about customers needs to gain a deep understanding of their journey and expectations. Identify their preferences, pain points, and desired outcomes at every touchpoint. This understanding will enable you to align your digital strategy with customer needs.

Evaluate your current digital capabilities in terms of stakeholder needs and identify gaps. Look for mismatches between expectations and what your platform currently offers. This assessment will highlight areas for improvement and ensure that you serve your stakeholders effectively.



Customers prefer digital engagement for issue resolution.

70% of customers go straight to digital channels when they have a problem.

Customers often feel frustrated when they need to make a phone call for routine tasks.

J.D. Power

# Prioritizing Digital Customer Engagement Improvements

## The Five Step Process



# Improve Customer Engagement

## **Are you effectively engaging with customers digitally?**

As utilities adapt to the digital age, they must step back and assess how effectively they engage with their customers online. After they identify potential gaps in digital customer engagement, the next logical step is to prioritize and plan improvements to address those gaps. This process involves analyzing which areas are the most important to customers and developing strategies to enhance digital engagement.

- 1. Identify improvement opportunities**
- 2. Prioritize improvements**
- 3. Develop & execute a roadmap**
- 4. Continuously involve internal stakeholders for continuous improvement**
- 5. Create the Customer feedback loop**

## 5 step process to improve digital customer engagement



Identify Improvement Opportunities

Prioritize Improvements

Develop a Roadmap

Involve Internal Stakeholders

Create Customer Feedback Loop



# Improve Customer Engagement

## 1. Identify Improvement Opportunities

When reviewing customer interactions, it's essential to identify areas that require attention and improvement, as well as the key performance indicators (KPIs) for measuring them. These improvements may involve enhancing the user experience, simplifying processes, integrating systems, expanding communication channels, or introducing new technology.

By making these improvements, you can allow customers to experience improved customer service interactions. Focus on identifying areas that need modification to meet the needs of both internal and external stakeholders. By addressing the needs of all stakeholders, you can successfully achieve your digital customer engagement goals.

# Improve Customer Engagement

## 2. Prioritize Improvements

Assessing impact and feasibility of potential customer engagement improvements involves considering urgency, cost/benefits, alignment with strategic goals, and available resources. This analysis of improvement opportunities allows organizations to allocate resources appropriately and focus on the most critical areas. Prioritization also enables organizations to maximize the impact of their initiatives by ensuring that they target the areas that will bring the most significant returns.

## 3. Develop a Roadmap

It's time to create a roadmap to guide your team in implementing those changes in accordance with priorities. With milestones, deliverables, and timelines laid out, everyone involved will clearly understand your digital customer engagement improvement plan. This roadmap will help allocate resources effectively and ensure that each improvement project is completed on time and within budget.

# Improve Customer Engagement

## 4. Involve Stakeholders

Internal stakeholders play a crucial role in driving progress. Engaging with key individuals from across the organization can help ensure everyone is on board with proposed changes. Customer Care & Public Relations teams are the first point of contact with your customers. Collaborating on your customer engagement improvement plans can offer critical insights into what is most important to customers and ensure improvements align with their needs and objectives!

## 5. Create a Customer Feedback Loop

Collecting and analyzing customer feedback is a powerful tool to identify pain points and make customer-centric improvements. Methods such as customer satisfaction surveys and social media listening enable you to understand customer sentiments and capture valuable suggestions for improvement. By incorporating this feedback into your improvement roadmap, you can prioritize action items that address crucial customer concerns and improve overall satisfaction.



# Questions?

Start the process of improving your digital customer experience and engagement by scanning the QR code.

After scanning the code – download the complete guide and arrange a time to speak with our team about Enhancing Digital Customer Engagement and Digital Customer Experience.

Thank you!

