



Engagement and Loyalty in the Digital Age

Scott Thomson

Sr. Partnership Relationship Manager
KUBRA



Topics

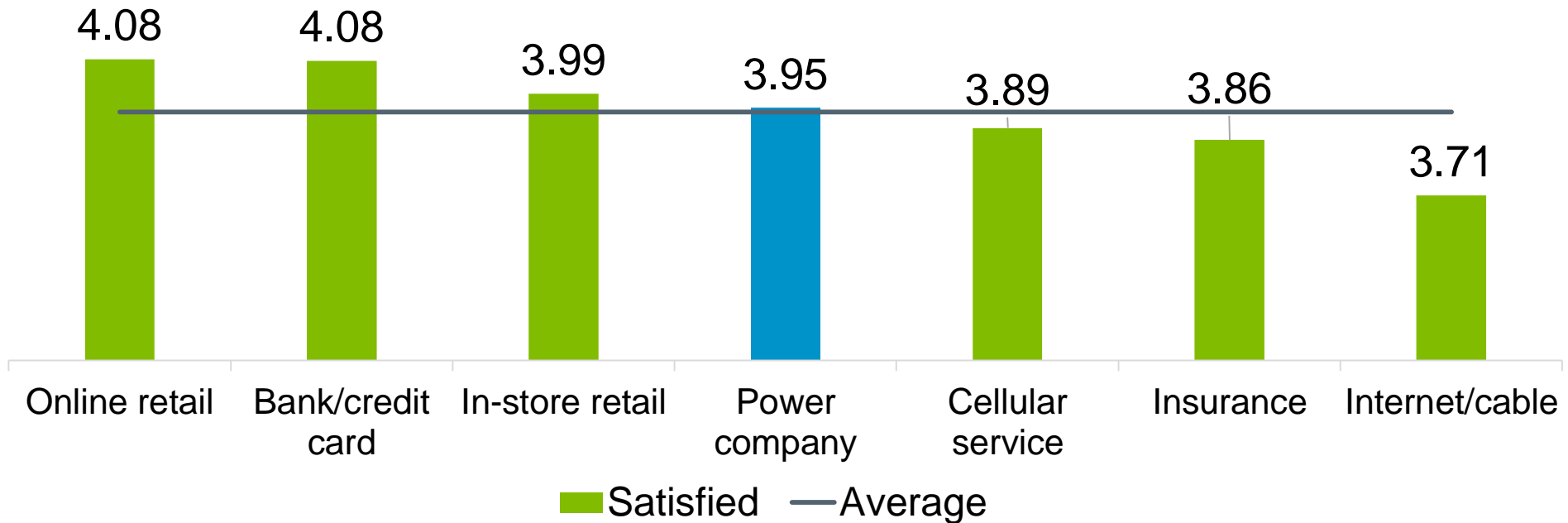
- Customer Experience and Satisfaction
- What Effects Loyalty and Engagement
- Program Awareness



Customer Experience and Satisfaction

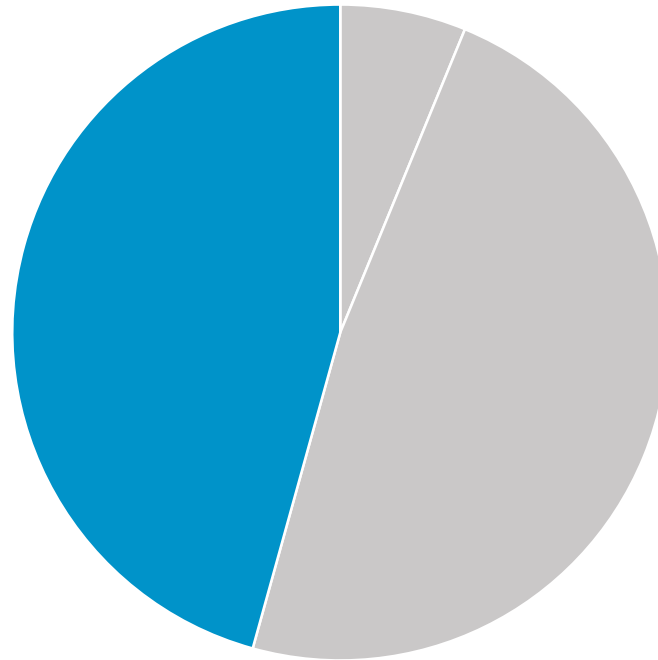
Utilities are middle-of-the-road compared with other industries

“Please rate how **satisfied** you are with the following”



If customers had a choice, would they leave?

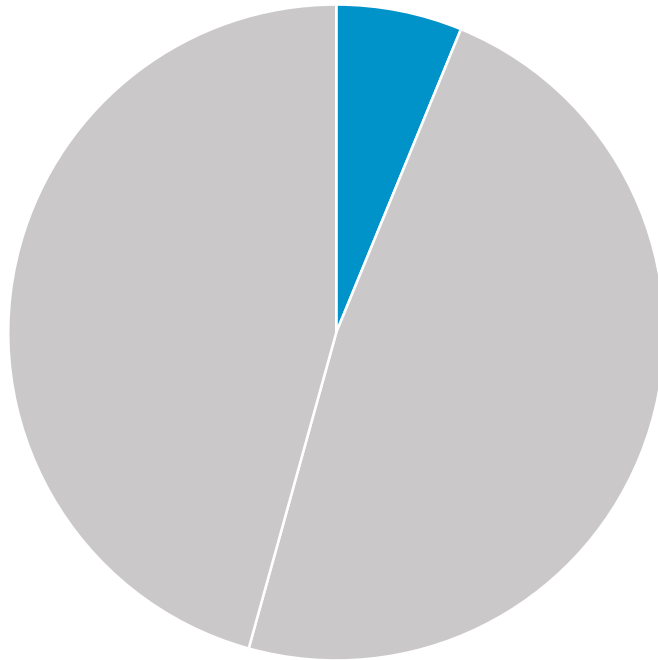
How would you respond if you were offered a choice in electricity companies?



46%
would stay with
their current
company

If customers had a choice, would they leave?

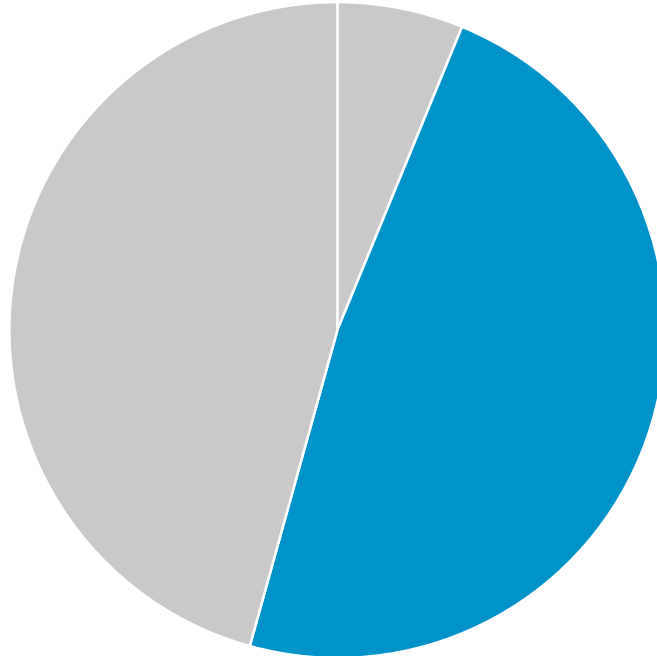
How would you respond if you were offered a choice in electricity companies?



6%
would definitely
leave their
current company

If customers had a choice, would they leave?

How would you respond if you were offered a choice in electricity companies?



48%
would change if there was a lower price alternative

What Drives Loyalty?

Satisfaction

+24%

Trust with consumer data


+26%

Ease of doing business

+15%

Value

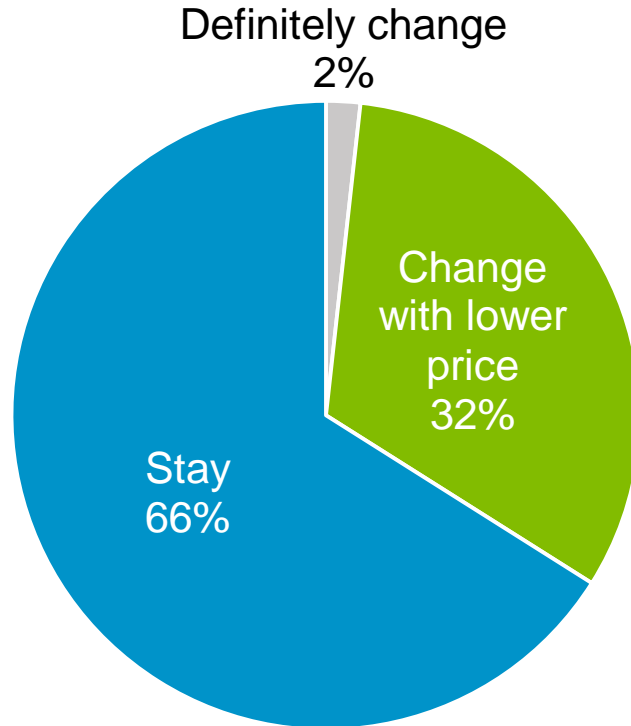
+23%



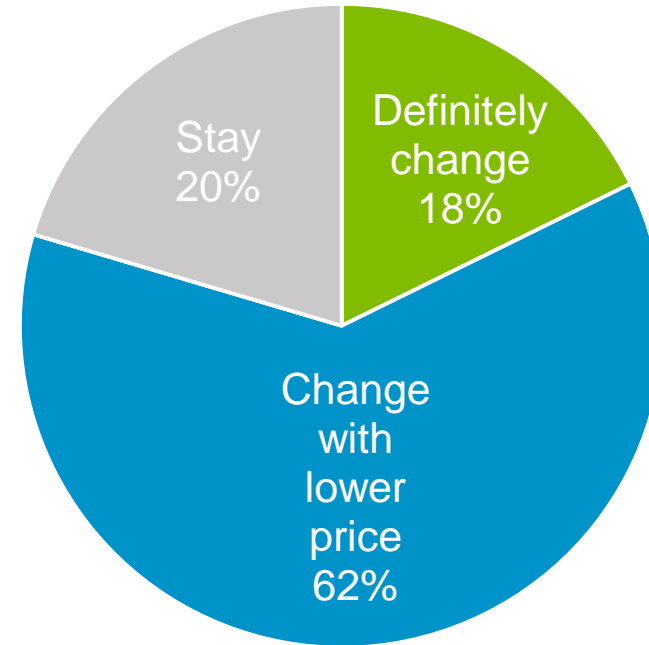
Customers that chose “stay” were more likely to have positive perceptions

Highly satisfied customers are 2.23 times more likely to stay

High satisfaction



Low satisfaction



What Affects Loyalty and Satisfaction?

Loyalty and Satisfaction Drivers

Program
Awareness

Mobile App
Payments

Credit Card
Payments

Communications

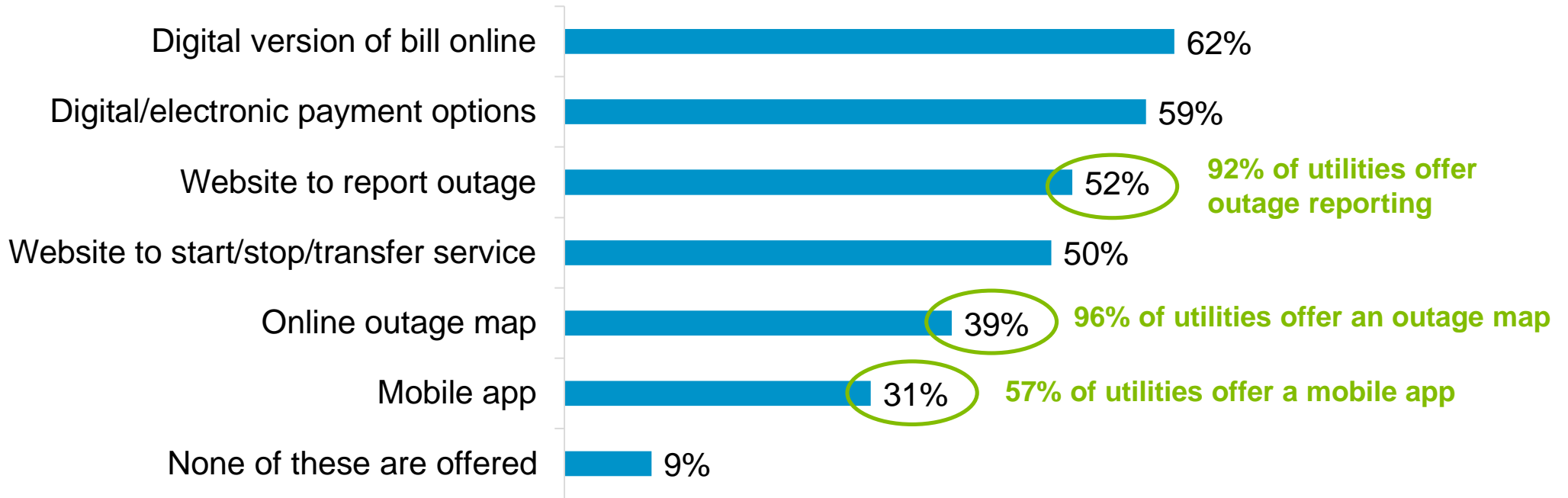
Program Awareness

Awareness of self-service offerings is linked to satisfaction

Self-service offering	Change in satisfaction
Online start/stop/transfer	+9%
Outage map	+8%
Online outage reporting	+8%
Mobile app	+8%
ePay	+8%
eBill	+3%

Customers are unaware of many utility offerings

Complete the statement below by selecting all that apply:
"My power company offers..."



Tips for Improving Awareness

- **Launch to your internal audience first**
 - Demo products and share roll-out information with key departments
 - Share details such as communication channels and enrollment processes
- **Cross-promote your solutions**
 - Review your customer touchpoints for opportunities to educate customers about solutions
- **Leverage increased customer engagement during outages**
 - Promoting self-service solutions and direct customers to enroll



Common Customer Touchpoints

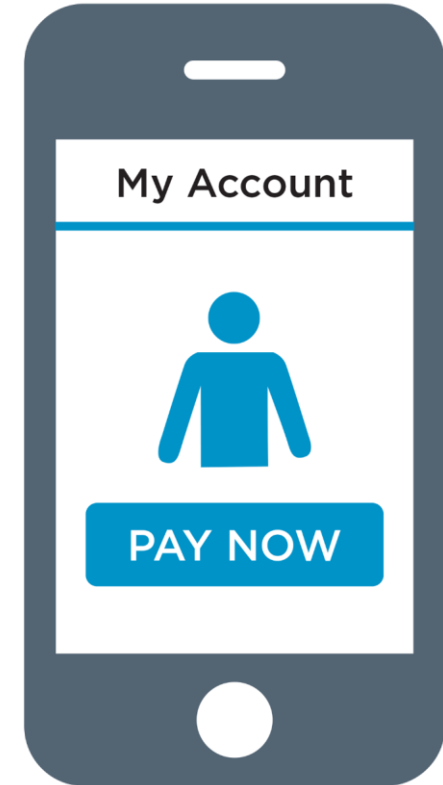
Want more?
Download the whitepaper at:
www.kubra.com/resources

Mobile App Payments

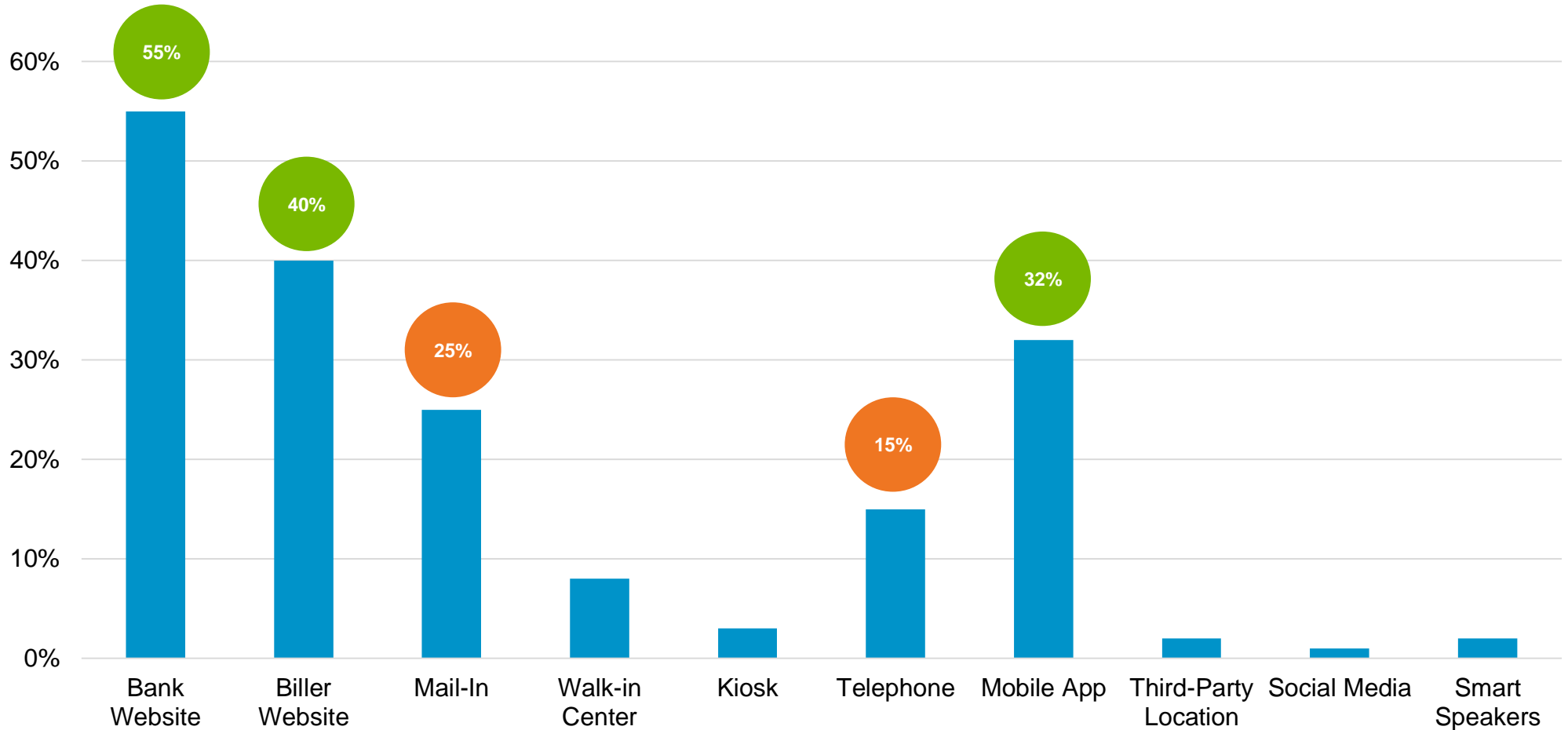
Mobile app usage increases satisfaction, loyalty, and ease

“I have downloaded and sometimes use my utility’s mobile app to view and pay bills.”

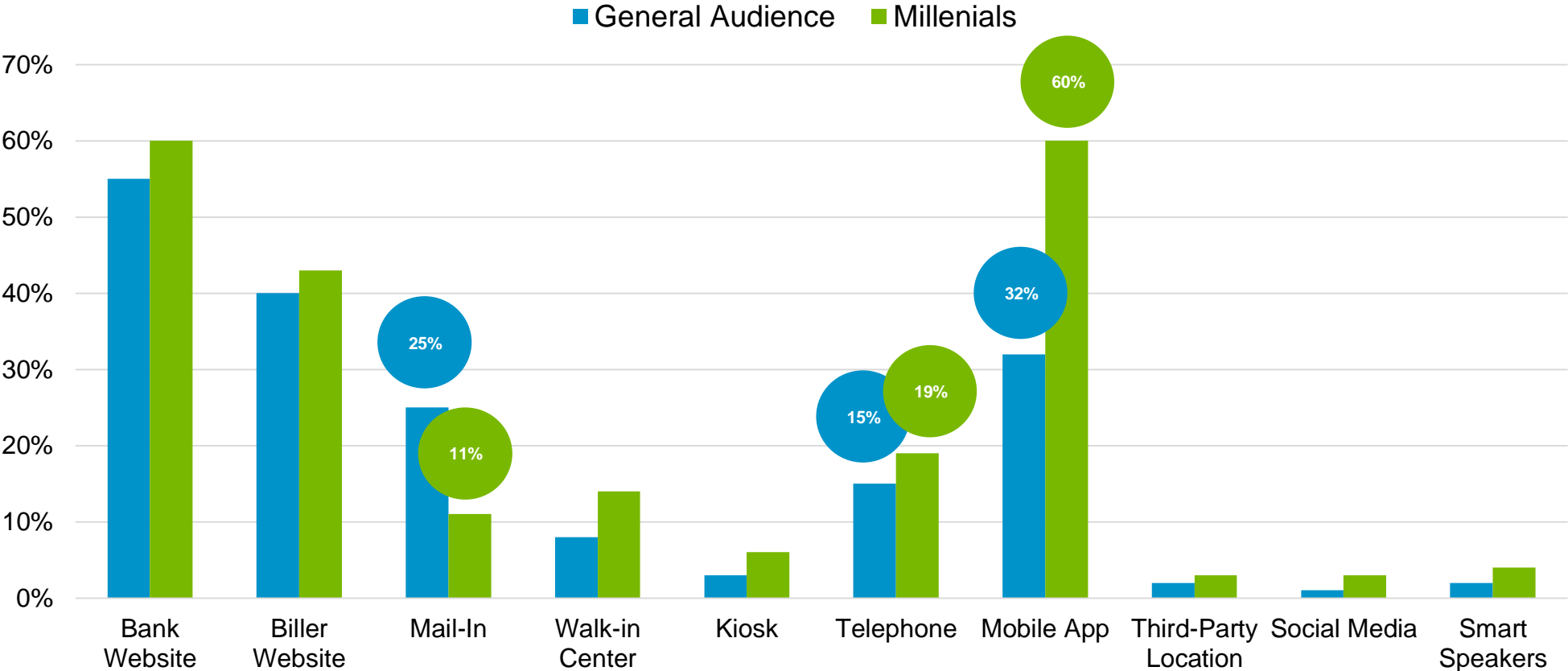
Loyalty	+15%
Satisfaction	+7%
Ease	+5%



Mobile Apps a Top 3 Payment Choice



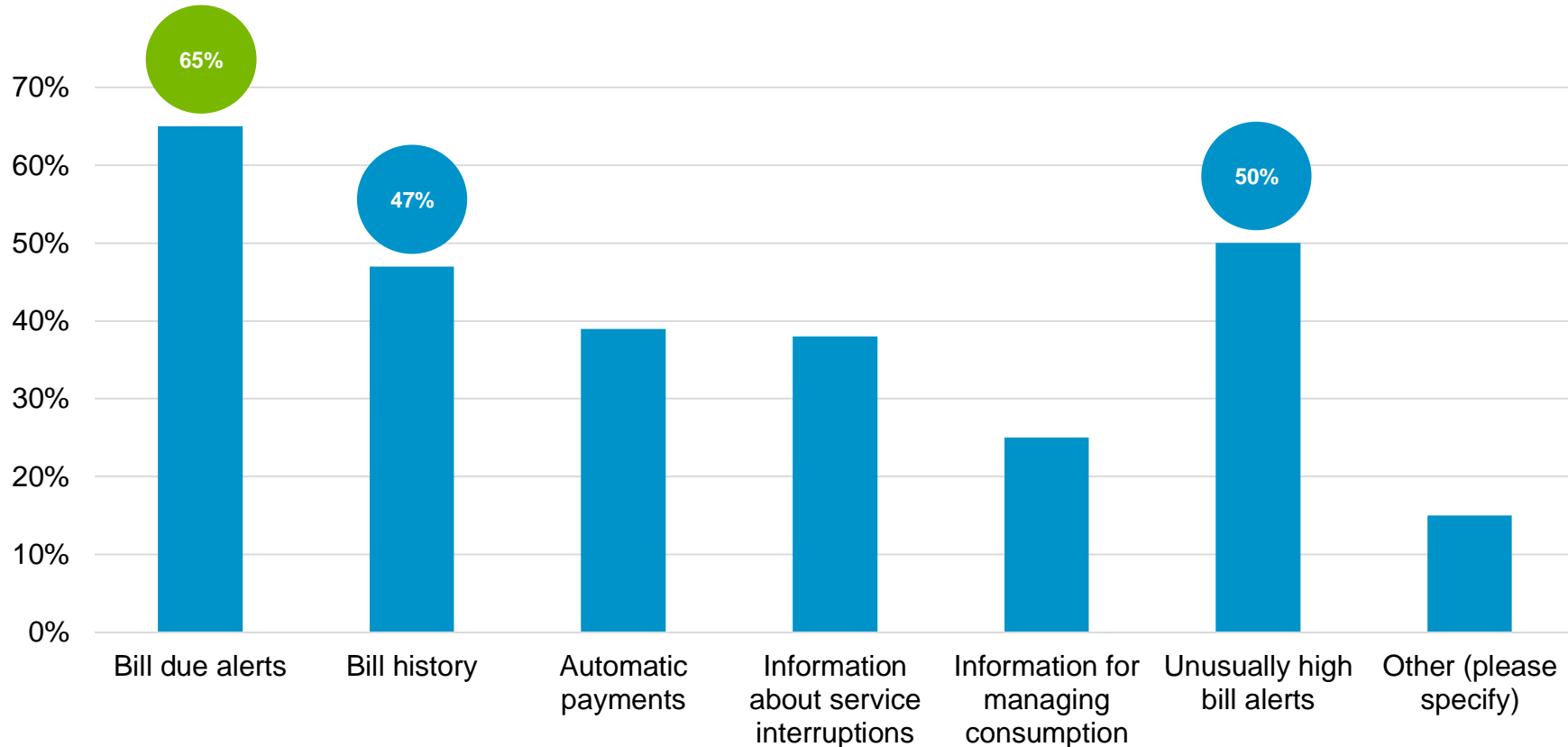
Mobile App Interest Spikes for Millennials



* KUBRA 2018 Utility Billing Report

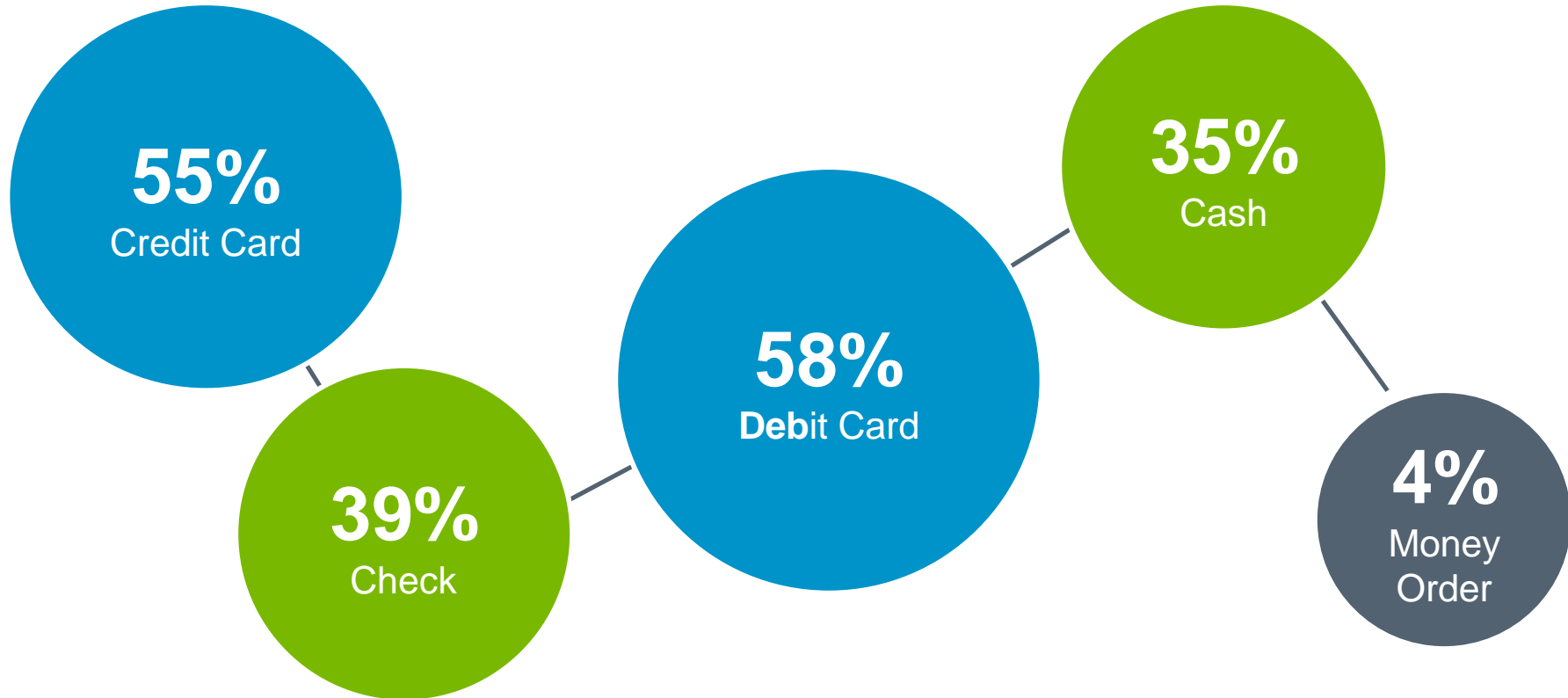
Which features would you like to see on a mobile application for utility payments?

(check all that apply)



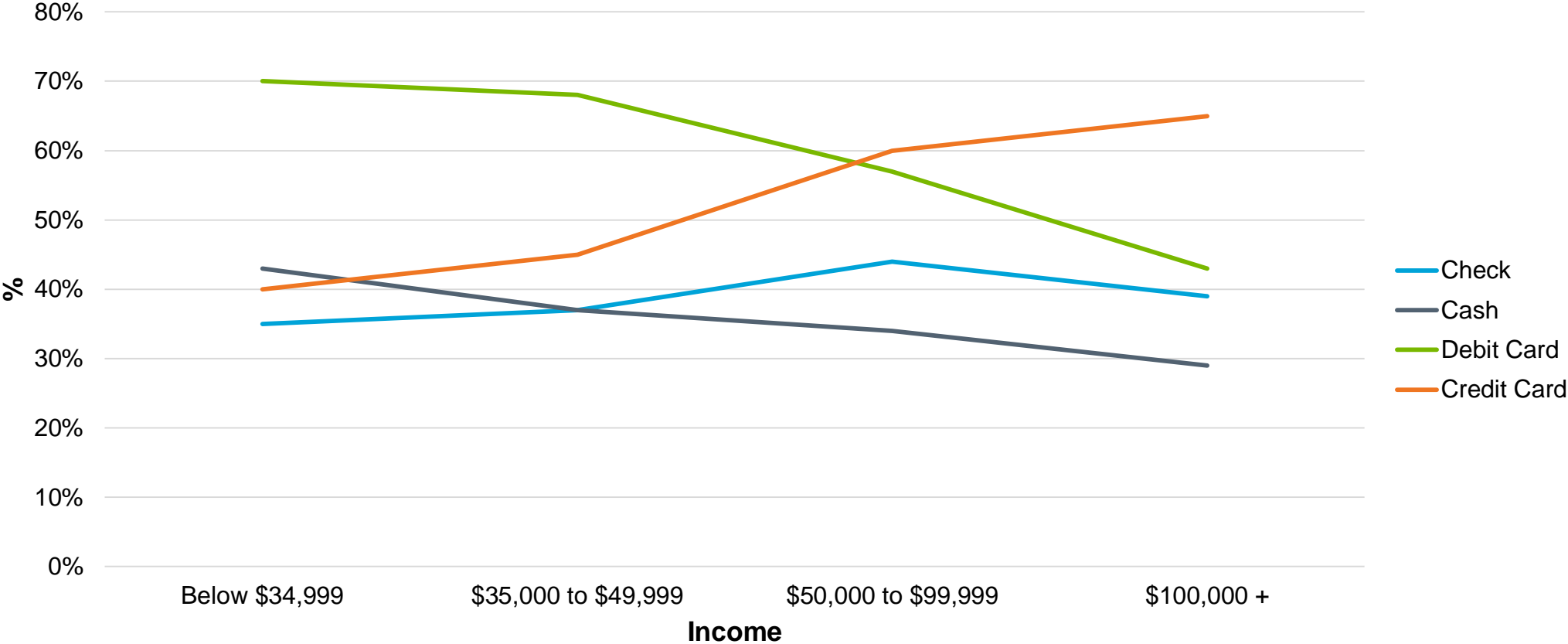
Credit Card Payments

What forms of payment do you prefer?



56% of respondents selected more than one preferred form of payment

Payment Method Preferences by Income



More Communications

Communications Drive Satisfaction



Customers with high satisfaction are:

- Open to environment and community-based messages
- Prefer more communication
- Open to auto-enrollment

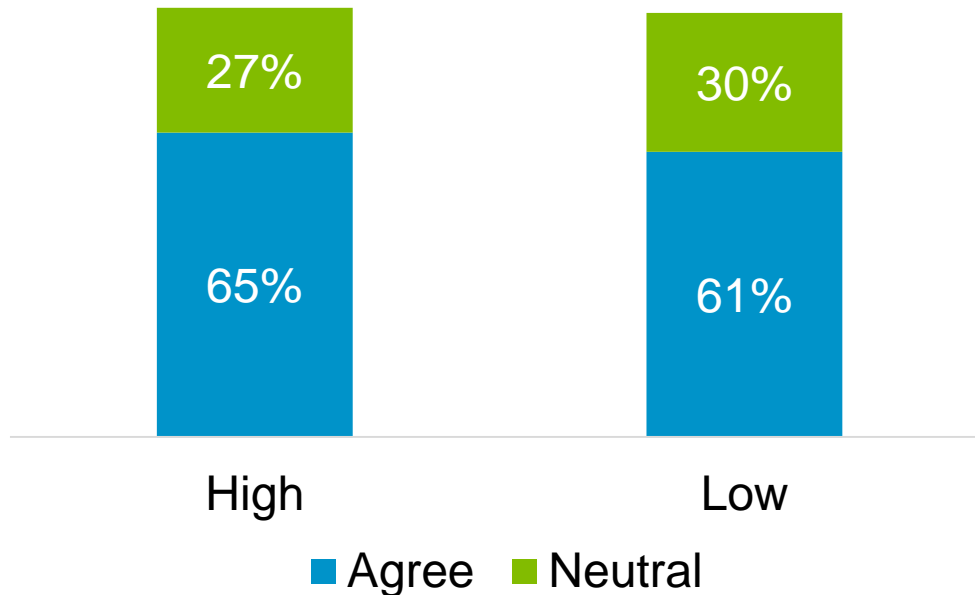


Customers with low satisfaction are:

- Open to billing and outage communications only
- Less interested in other communications
- Open to auto-enrollment

Most customers open to outage alert auto-enrollment

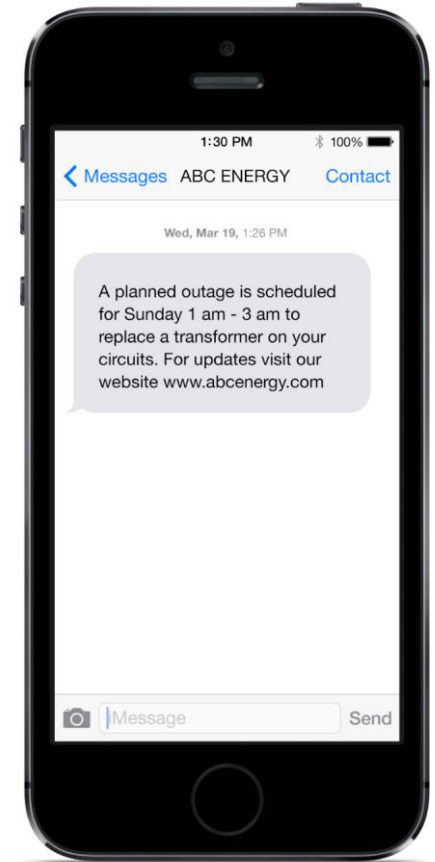
Do you agree, feel neutral or disagree that your utility should send you outage alerts without you signing up?



More than **90%** of customers are open to outage alert auto-enrollment

TCPA Clarifications

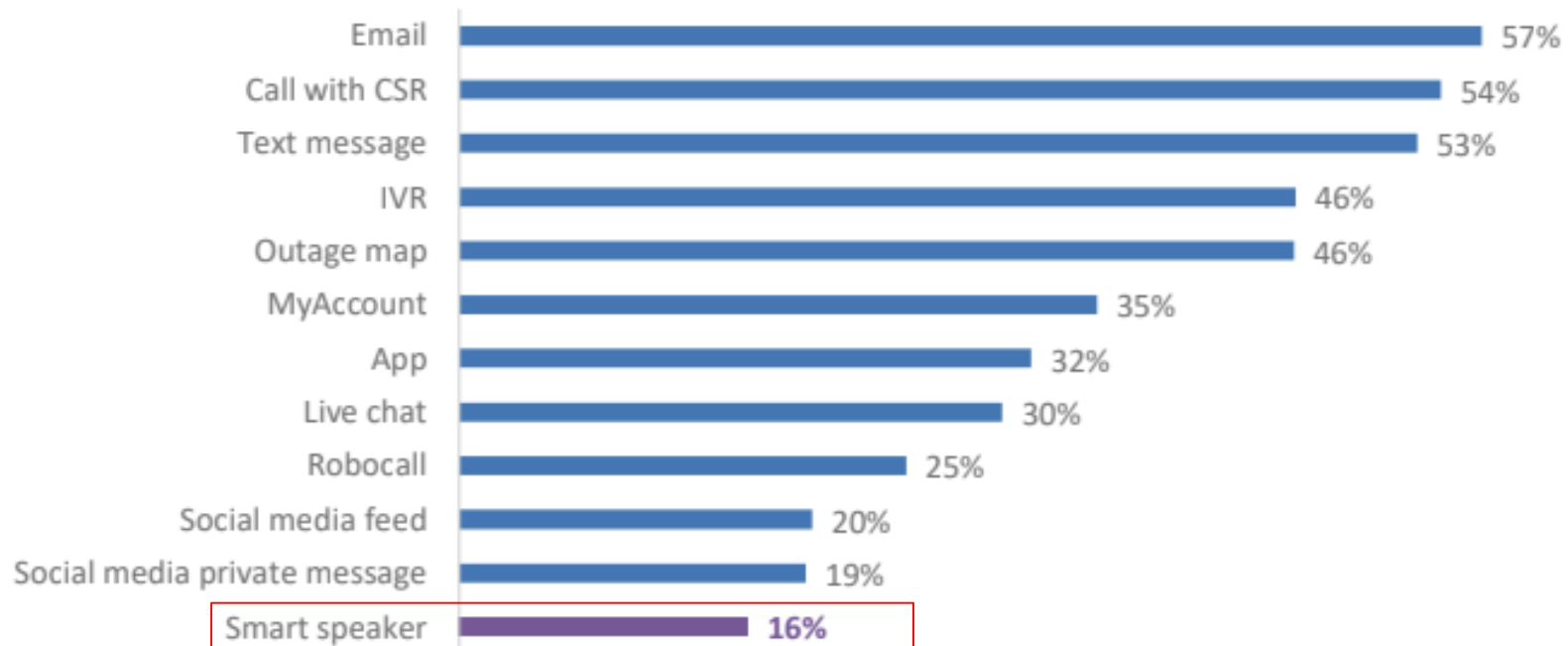
- 2016 FCC Ruling provides permission for utilities to send automated calls and text messages to customers who have not previously opted-in for notifications
- Lets you enroll phone numbers obtained when starting service for topics “closely related to the utility service”
- Applies to communications about:
 - missed payments resulting in service curtailment
 - Payment assistance eligibility
 - planned and unplanned outages
 - outages updates or service restoration
 - restoration confirmations
 - potential brown-outs
 - meter, tree trimming, or field work



Emerging Technology - Chatbots

More customers want outage information from a smart speaker, however

Q: Imagine your power goes out on a sunny day. Please rate on a scale from 1 (Do not prefer) to 5 (Strongly prefer) your preference for the following ways that you could potentially receive information from your electricity provider.

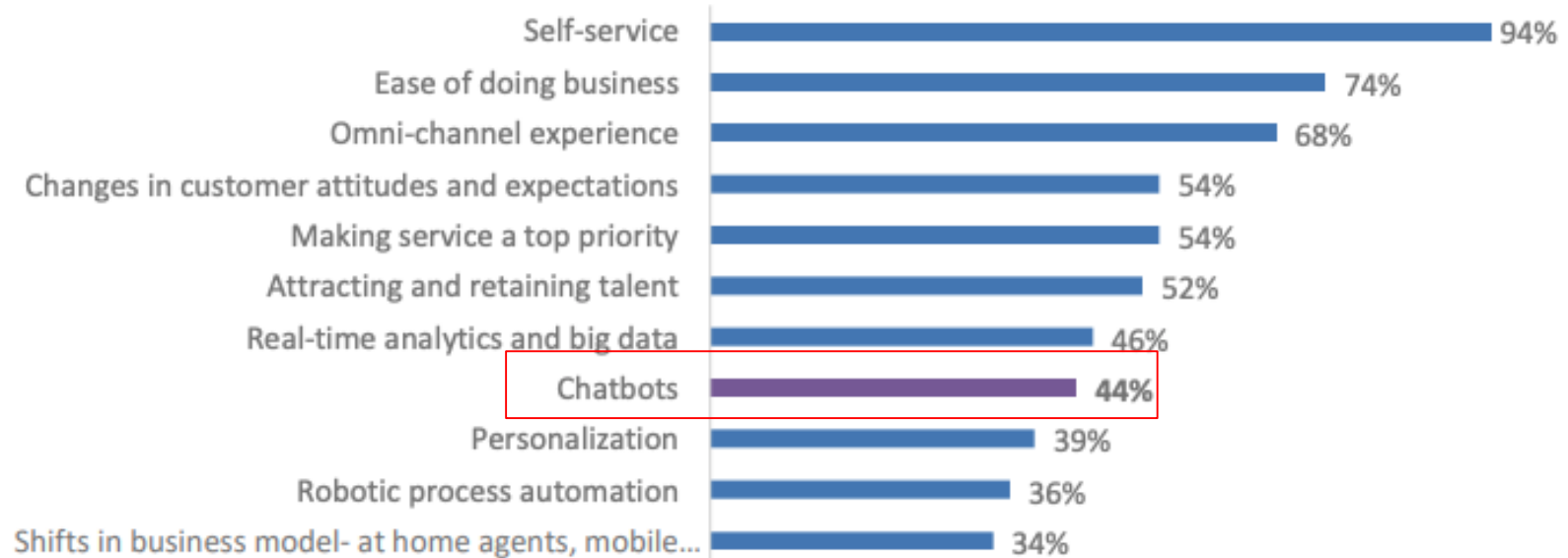


Source: Chartwell's 2018 Residential Consumer Survey, n=1,517

Industry interest in chatbots

Nearly half of industry experts say chatbots will significantly impact industry

Q: Which trends will have the most notable impact on your call center in the next 5 years?



Source: Chartwell's 2018 Contact Center Industry Survey, n=53

Conclusions

- Customer satisfaction is a key driver of loyalty
- Make sure customers are aware of your solutions
- Look to mobile apps to provide another payment option
- Ensure customers who want to pay with credit cards have the option
- Consider auto-enrolling customers for programs, especially TCPA-eligible alerts
- Keep an eye on Chatbots

Let's Keep in Touch



Scott Thomson

Partner Relationship Manager,
KUBRA

scott.thomson@kubra.com