



## E Source Market Research Multi-Client Study for Residential Customers

### Internet Customer Care in the Energy Industry: The Residential End-Users' Perspective

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The internet provides a valuable opportunity for energy service providers (ESPs) to improve service to customers. Many utilities already use their web sites to provide customers with information about such things as saving energy, community events, rate options, special energy programs, and the location of local offices. Fewer are taking full advantage of their web sites to reduce operational costs for such customer service transactions as paying the energy bill, connecting or disconnecting service, or asking general billing questions.

Providing online customer service can be a "win-win" move for ESPs and the customers they serve, but the experience needs to be mutually beneficial. Because of the speed, convenience, and ease of access afforded by online customer service, some consumers find it to be a useful and attractive resource. By offering customers additional ways to conduct transactions, utility companies can move toward lowering operational costs while increasing service options and ultimately boosting customer satisfaction. The challenge for utilities is aligning online service offerings with the needs and requirements of their customers.

This study will provide a wealth of information to utility customer service organizations as they continue to refine and expand their online customer service offerings. It provides valuable insights from the customers' point of view that will help ESPs plan and implement continued development of internet-based customer service, both as a stand-alone resource and as a solution that is fully integrated with traditional customer service processes and procedures.

For more information on this study, download a pdf of the [prospectus](#).