Innovative Approaches to Customer Experience and Employee Experience

By Jeffrey Daigle

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Why does customer experience (CX) matter to an industry where the majority of customers have no choice but to pay for service month after month? Utility customers depend on you for their electricity, whether they’re happy about it or not, but a poor customer relationship can negatively affect your business. We’ve seen this firsthand at E Source.

Who do you serve? E Source surveyed utilities and learned that some utilities are realizing the benefits of a positive customer experience (CX) and how they can leverage it to improve their bottom line and brand reputation.

Getting Started

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Written for the E Source Customer Experience Strategy Service, the report "CX 101: Why Regulated Utilities Should Care About Customer Experience" identifies six benefits a positive CX can have on your bottom line and your brand.

"In the first half of 2017, E Source asked utilities across North America to share their achievements in utility customer and employee experience. We received nearly 50 submissions sharing different ways utilities are trying to solve their most complicated CX and employee-experience problems. Some entries showcased the power of journey mapping for improving both the CX and the employee experience. We received stories sharing the power of data analytics and how to use it to move forward with projects. We also read examples where a utility worked to change its culture, engage its employees, and improve the companywide knowledge around CX practices."

We chose four utilities that exemplified innovation and achievement in utility CX and employee experience.

Achievements in utility CX:
1. Pacific Gas and Electric (PG&E)
2. PPL Gas and Electric (PGE)

Achievements in utility employee experience:
1. Con Edison
2. ComEd

Join us for the Innovations in Utility Customer Experience webinar on Thursday, October 19, to hear from CX professionals at Con Edison and PG&E, Jennifer Montague and David Schoenberg, and share the story behind ComEd’s Reading for Innovation initiative, which the utility developed to provide CX training for its employees.

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"PPL created an intelligent dashboard for its customer service representatives (CSRs) to assist them in understanding the customer’s historic relationship with the utility. The dashboard shows other contacts the customer had with the utility, social engagement with the utility, and programs that the customer signed up for. PPL also integrates intelligent analytics to help identify which utility offerings the CSR should suggest to the customer.

Con Edison developed an internal leadership program for its unionized employees called R.I.S.E Academy. This program went beyond training and looked at unionized employees as a recruiting group for the rest of the organization. Executive leadership provided additional guidance to the group, which resulted in a 25% increase in recruitment from the group.

Join us on October 19 for more innovations in CX.

About the Author

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Jeffrey Dagle is an expert on contact center operations, customer experience, channel design, operations, digital engagement, and journey mapping. For Jeffrey, all channels can serve to delight the customer, transform behavior, and result in positive outcomes for both the customer and the organization.

Talk back!

Let us know what you think. If you want to weigh in or chat about this topic, just email Kym Wootton, E Source vice president of Marketing. Follow Kym on Twitter.

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