



Increase Customer Participation in Value-Added Programs with Journey-Mapping

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Although your utility's core business of delivering energy to commercial, industrial, and residential customers is running smoothly, you may still be struggling to get your customers to participate in optional offerings or programs. Many program managers utilize customer-experience (CX) techniques, such as customer journey mapping, to step into their customers' shoes as they walk through the process of participating in a program. This can lead to an improved overall CX, which in turn creates happier customer service reps and utility executives.

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