E Source Toolbox for Digital Optimizers

E SOURCE HUB

E Source HUB

AT THE FORUM

Jeffrey Daigle

forum

Digital optimizer

Digital optimizer

- Mandated to increase self-service, conversion, and completion ratio

- Wants to build a customer-centric web experience

- Needs strategic advice

- Wears many hats

Do you need to know ...
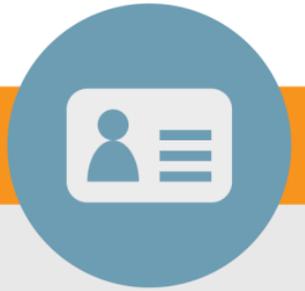
… how top performing utility web pages are designed?

… how to increase adoption of self-service & digital contact options?

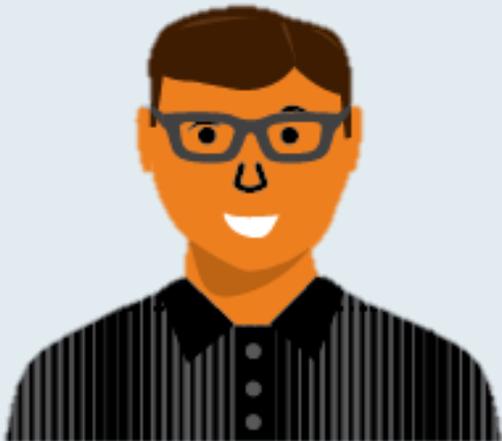… how you can use digital channels to drive cost avoidance?

E Source membership toolbox

Components of your membership

Reports and market research	Events
Ask E Source	Tools and databases

How are top-performing utility web pages designed?

Digital optimizer

Biannual website benchmark

Semiannual study

How to Improve Your Utility Website

Findings from the 2017 E Source Website Benchmark Study

Heather Hilgenkamp, PhD
Senior Analyst, Market Research Services

E Source

August 2017

Design guides

Public features | Secure features

Contact Us (2017)
Make the Contact Us feature prominent and easy to find on your website because customers believe it's more important than any other information available on utility websites. This design guide will give you some best practices and pitfalls to avoid for the Contact Us feature.

Home Page (2017)
A good home page is essential to guide customers through finding the information they need or the tasks they want to accomplish on your utility's website. This website design guide identifies design advice, best practices, and pitfalls to avoid in this area.

Outages or Emergencies (2017)
Whether we like it or not, customers experience power outages and gas leaks at their homes. This experience can be stressful for customers, so it's important to make this feature easy to use and navigate. This design guide will give you some best practices and pitfalls to avoid for this feature.

Payment & Billing Options (2017)
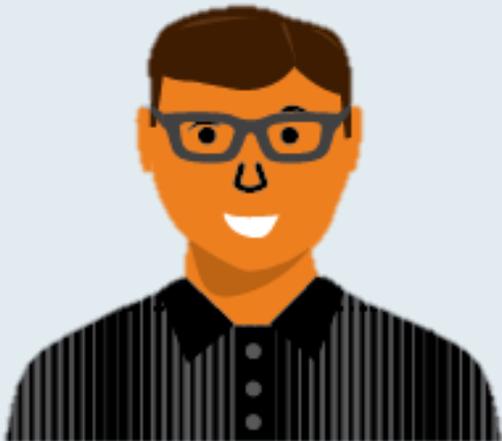
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How can I increase adoption of self-service and digital contact options?

Digital optimizer

There's Still Room for Growth in Your Paperless Billing Program

How to Increase E-Billing Adoption

Keenan Samuelson, Jeffrey Daigle

September 11, 2015

Contents

Download the infographic   Who's Your Target Paperless Bill

Consumers are shifting to the web to manage their relations
pace of enrollment in electronic billing (e-billing) falls behind

FIGURE 1: Demographics of customers viewing bills online

Millennials are the fastest-growing generation and are far more likely to view their bills online than those aged 65 and over.

70%
Millennials

VS.

39%
Boomers
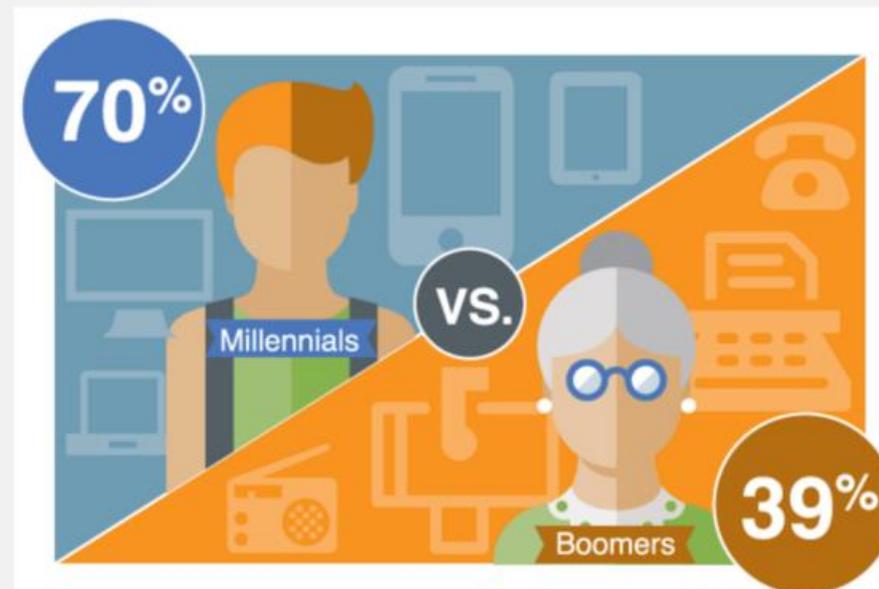
© E Source; data from E Source Residential Customer Insights Center

© E Source (There's Still Room for Growth in Your Paperless Billing Program)

Optimizing Key Self-Service Transactions

Moving

How to Optimize the Customer Experience of Self-Service Moving Interactions
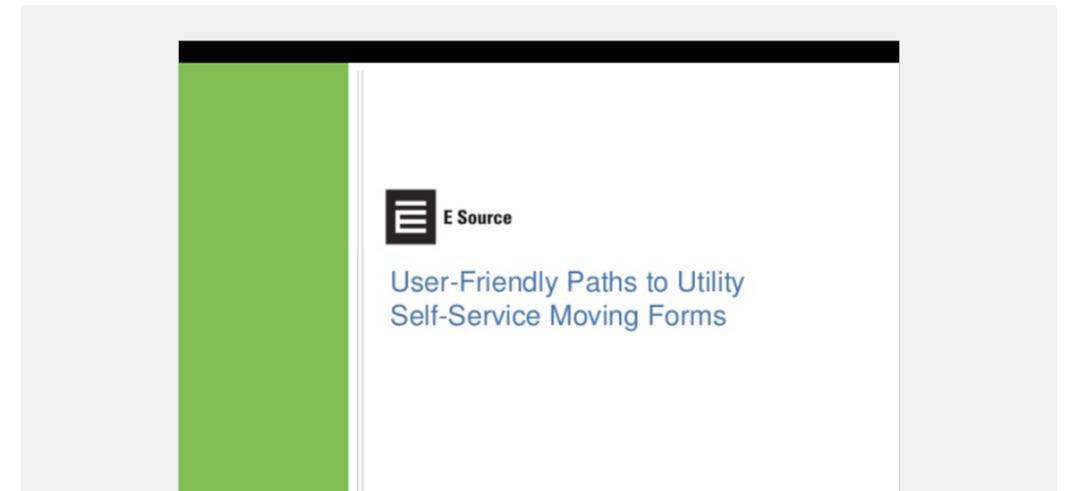
Part II in a Three-Part Series

Keenan Samuelson

MARCH 28, 2016

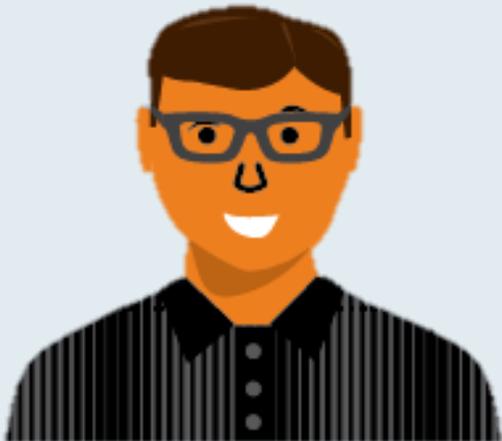### Directing Customers to Self-Service Solutions

Merely offering a self-service moving option isn't enough to impact customer adoption. Numerous variables are at play, and one of the most important is the placement of the self-service offering on utility websites.

To increase customer usage of the moving self-service option, utilities should consider adding the menu selection "Moving" to the utility home page, especially during the summer months when customers who are students or have school-age children relocate for the school year. Utilities can increase the likelihood that customers will use self-service solutions when they clear the path to those options. In the slide show (PDF) below, we've spotlighted several utilities that have designed an obvious path to self-service moving forms directly from the utility home page.

How to Design and Optimize the Outage Self-Service Customer Experience

Part II of a Three-Part Series

Keenan Samuelson

APRIL 29, 2016

Top Five Methods for Improving the Outage Experience

From basic and qualitative to scientific and data-driven, there are myriad ways utilities can evaluate how to optimize a self-service moving transaction. Here, we highlight five, from simplest and least scientific to most involved and advantageous.

Outages

E Source

User-Friendly Paths to Utility Self-Service Moving Forms

Digital Metrics Survey

- General information

- Interaction data across channels:

    - Billing and payment journey

    - Electric outage journey

    - Moving journey

- Vendor services

- Department profile

Industry scan of mobile apps

The mobile app market scan will serve to inform the utility industry on how utilities and their customers are using mobile apps as a channel. It will gather industry-wide data and information on:

- How many utilities have released apps
- Features included in each
- Screenshots
- Installs
- Customer reactions:
  - Qualitative feedback
  - Ratings (along with number of reviews)
- Check it out!

For more information

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