

New Construction with ComEd

Consulting Case Study



Key Highlights

ComEd partnered with E Source Management Consulting to optimize the new-construction process and experience for residential customers who are building or renovating a home. With E Source's help, ComEd created a roadmap of improvements for enhancing customer communications, improving internal processes, and increasing customer advocacy.

Challenges

ComEd New Business connects, upgrades, and relocates customer electric services, but the processes and policies around new construction were inconsistent and employees struggled to deliver positive experiences. In addition to improving the internal procedures, ComEd saw an opportunity to boost customer loyalty by making the new-construction process easy and hassle-free.

The project's three main objectives were to:

- Improve the employee experience throughout the new-construction process
- Transform the customer experience
- Establish strong relationships with customers so they'd be receptive to future offerings, such as solar and electric vehicles

Solution

To get a holistic view of the new-construction experience, the E Source team interviewed ComEd employees and gathered voice-of-the-customer (VOC) feedback through surveys and in-person interviews with contractors and homeowners. The team held journey-mapping workshops that documented the current state of the residential construction process and helped to create a roadmap of improvements.

This research revealed that customers wanted guidance throughout their new-construction or renovation projects. They wanted to know who their point of contact is and how long it would take to install or transfer service. The data also helped the team identify valuable opportunities to create brand advocates, upsell value-added services, and position ComEd as a trusted energy partner.

Outcomes

E Source developed more than 50 recommendations, categorized by customer touchpoints identified during the journey-mapping phase. The recommendations were prioritized based on greatest impact to create a simpler, more positive new-construction experience:

- Improve the initial contact with the New Business Call Center
- Make messaging and terminology consistent across channels; this included creating a step-by-step checklist that customers can reference throughout their project
- Provide transparent scheduling and thoughtful communications about delays or schedule changes

New Business is working on implementing the recommendations and laying the foundation to become a trusted partner that customers will turn to for value-added services.