



Improving

CUSTOMERS' EXPERIENCE

Across

Communication

Channels



Residential customers use multiple channels and expect to have a choice in how they interact with companies.



Three in four (76%) say they recently interacted with a company using more than one channel.



Of those, **56%** think it's very important to have control over how they are contacted.



Dissatisfaction may be alleviated by an omnichannel strategy.

The most common reasons customers become dissatisfied when interacting with a company include:

55%

It took too long to resolve my question/issue



55%

Unable to resolve my question/issue



53%

Had to contact the company multiple times



50%

Had to provide the same information across more than one channel



Customers expect quick resolution and a seamless experience when more than one channel is necessary to resolve their issue.



From the customer's perspective, the goal of a company's omnichannel strategy should be to:



Help them quickly resolve any question or issue



Make sure they don't need to contact the company more than once



Automatically integrate their information and interaction history so they don't have to repeat themselves



Where do customers turn when their issue isn't resolved via their first-choice channel?



Percentage (%) selecting as first choice channel

37%

Phone with a live agent

If unsuccessful by phone,
26% of these customers will follow up by email
25% will visit the company's website.



Percentage (%) selecting as first choice channel

35%

Website

If unsuccessful self-serving on the company website,
49% of these customers will try calling to reach a CSR
16% will email the company.





To learn more about your customers,
visit the E Source Omnichannel Survey page at
www.esource.com/omnichannel.

For 26 years, E Source has been providing research, consulting, and market research to more than 300 utilities and their partners. This guidance helps our customers advance their efficiency programs, enhance customer relationships, and use energy more efficiently.

These data are drawn from the 2015 E Source Omnichannel Survey, which provides insights on the overall omnichannel perspective from residential customers. The survey was fielded in 2015 with a representative sample of 802 residential customers from the US and Canada.



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