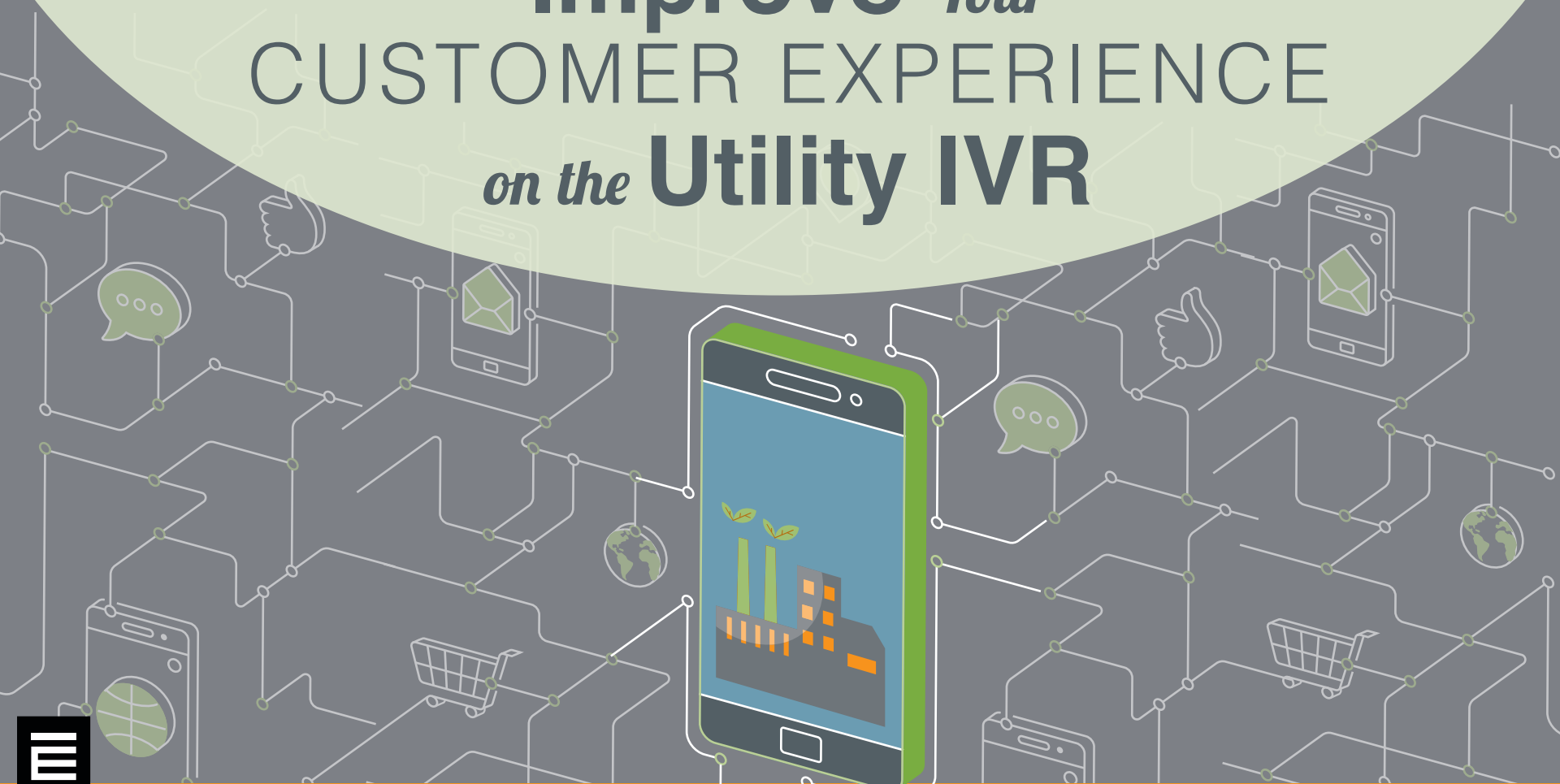




How to

Improve *Your*
CUSTOMER EXPERIENCE
on the **Utility IVR**



What Customers Are Thinking

Customers Prefer Other Channels

IVR rated lowest for first-contact resolution and quality of service received among eight customer-facing channels



★ Customers would rather speak to a customer service representative (CSR) to resolve their issue than self-serve

© E Source; data from 2015 Omnichannel Survey



So What Can Utilities Do?



**Focus on improving
functionality**

**Enhance experience for credit-
and payment-related features**

**Automate authentication and
include only where necessary**

**Increase self-service
opportunities**

