

A Recipe for Mobile App Success

Tips and Case Studies for Utilities

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Five Steps to App Nirvana

To help utilities develop a successful and valuable mobile app, E Source has identified a five-step, customer-centric process.

- 1** Ensure that the app serves an important need for customers
- 2** Create a user-friendly interface and test with customers
- 3** Make the application free and compatible with both the Android and iOS platforms
- 4** Market the app through a variety of channels, especially digital media
- 5** Obtain customer feedback and continue to refine and update the interface and functionality as needed

Non-Utility Case Studies

Non-utility industries—especially financial institutions—have been at the forefront of the mobile transition. Looking at these established apps can provide additional insight into potential innovative utility app solutions. Capital One, Chase, Geico, and Expensify all have top-rated and well-reviewed mobile apps, and these companies are leading the service app-development market by providing unique convenience factors for customers, such as allowing customers to upload images as part of their transactions. Utilities have the same opportunity to take advantage of emerging mobile technologies to build similar customer solutions.

Capital One

The [Capital One mobile app](#) receives positive reviews and accolades as the [top big-bank mobile app](#). With 8 million downloads of both the Android and iOS versions, the app offers an array of features and a user-friendly interface. Customers have access to various functionality depending on the type of Capital One account they have. For example, depending on account type, users can log on by swiping their finger in a certain pattern; another can view standard account details, review recent activity, pay their bill, deposit checks, make person-to-person payments to other Capital One account holders, and view and redeem credit and travel rewards.

Chase

Also rated highly among bank mobile apps, the [Chase mobile application](#) is full-featured and offered on both the Android and iOS platforms. In a [Consumer Reports review](#) that compares the Chase application with that of GoBank (a nontraditional banking service), the Chase mobile software received higher marks in most categories and a higher overall score. It earned the best possible scores for functions related to depositing money, receiving real-time account information, and keeping data secure. In addition to offering QuickPay—the popular peer-to-peer payment option that allows customers to transfer money between accounts—the Chase app allows customers to view their account details, pay bills, deposit checks, and participate in text banking to check account balances and transaction history. As of summer 2015, the application had been downloaded 25 million times.

Geico

Receiving high praise and positive reviews in the article [Geico App: Insurance Made Mobile](#), the [Geico mobile application](#) is well-rounded, full-featured, convenient, and user-friendly. Customers can use the insurer's app to access a virtual assistant, receive digital ID cards, request accident assistance, pay bills, view coverage and discounts, update claims appointments, get real-time roadside assistance, track repairs, change their address, add or remove drivers and vehicles, and adjust their insurance coverage.

Expensify

The [Expensify expense-tracking mobile app](#) gets rave reviews from customers. Its SmartScan feature eliminates the need for users to keep paper receipts of their work-related expenses by allowing them to take pictures of the receipts and upload them to their accounts. Users can also keep track of the hours they spend on projects as well as their travel expenses.

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For 30 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.



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