



Reimagine total experiences for utilities

Lead communities toward a clean energy future while improving customer satisfaction

Utilities face mounting pressure to guide communities toward sustainability while improving satisfaction, despite record high energy and resources costs. With one in six US households behind on bills and only 19 percent of customers aware of climate initiatives,¹ utilities must create total experiences that connect employees, customers, and operations to achieve clean energy goals.

- 1 **Boost satisfaction ratings by up to 72 points** by increasing communications about assistance programs and energy and water efficiency initiatives, resulting in approximately 10% improvement in overall customer satisfaction.²
- 2 **Connect customers with sustainability goals** through personalized communications that educate and engage them in climate initiatives, addressing the challenge that 81% of electric utility customers remain unaware of these efforts.³
- 3 **Empower the 47% of workers⁴** who struggle to find information by embedding relevant content into workflows and processes, eliminating digital friction that hampers exceptional customer service.
- 4 **Improve outage response satisfaction** by addressing customer satisfaction factors directly within your control, including clear communication about timelines and easy access to information.
- 5 **Transform customer communications** with AI-powered personalization that guides energy and resource consumption habits while creating seamless experiences across websites, portals, self-service options, and call centers.
- 6 **Create frictionless operational experiences** by integrating content management with ERP, CRM, and ITSM systems to deliver agreements, customer documents, and service records precisely when and where needed.
- 7 **Accelerate field service efficiency** by providing mobile access to critical information and virtual subject matter experts through generative AI, ensuring faster issue resolution and better customer service.
- 8 **Future-proof your utility** with technologies that accommodate the increasing tempo of change, using AI, analytics, and IoT to enhance operational efficiencies while personalizing every customer interaction.

Resources

[Learn more >](#)

- 1 Bloomberg, A 'Tsunami of Shutoffs': 20 Million US Homes Are Behind on Energy Bills. 2022
- 2 J.D. Power, 2022 Electric Utility Residential Customer Satisfaction Study, 2022
- 3 J.D. Power, Electric Utility Sustainability Targets Called into Question by Customers. 2023
- 4 Gartner, Gartner Survey Reveals 47% of Digital Workers Struggle to Find the Information Needed, 2023

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