



# Driving High Digital Customer Engagement and Saving Customer Service Costs

Al Williams

Account Director

Digital Customer



# Mobile habits of the new age customers

## Mobile Moments

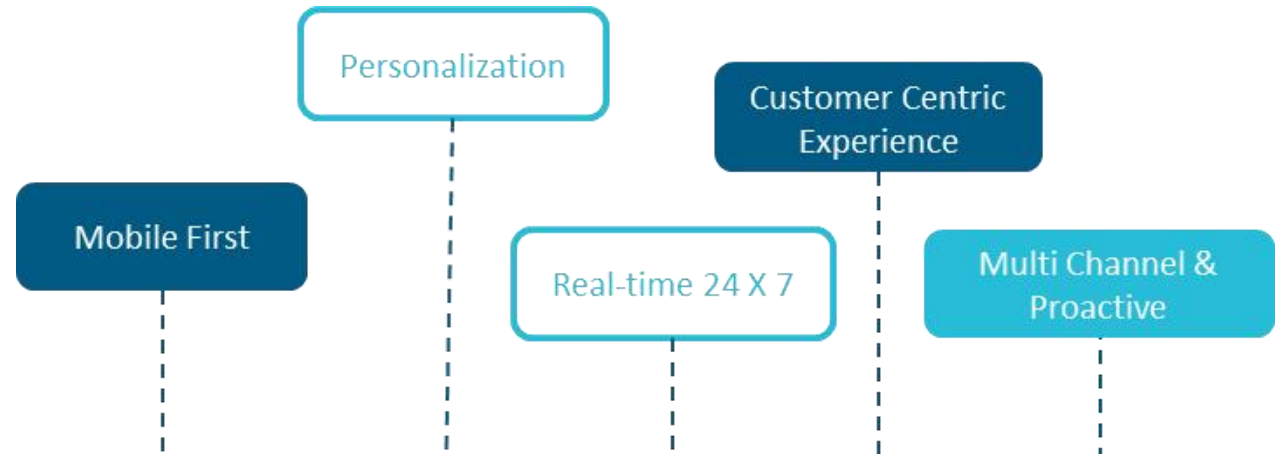
An average consumer in U.S. picks up his mobile devices up to **150 to 200 times a day**, i.e. nearly **30 billion mobile moments** each day. [Source](#)

## Mobile Penetration

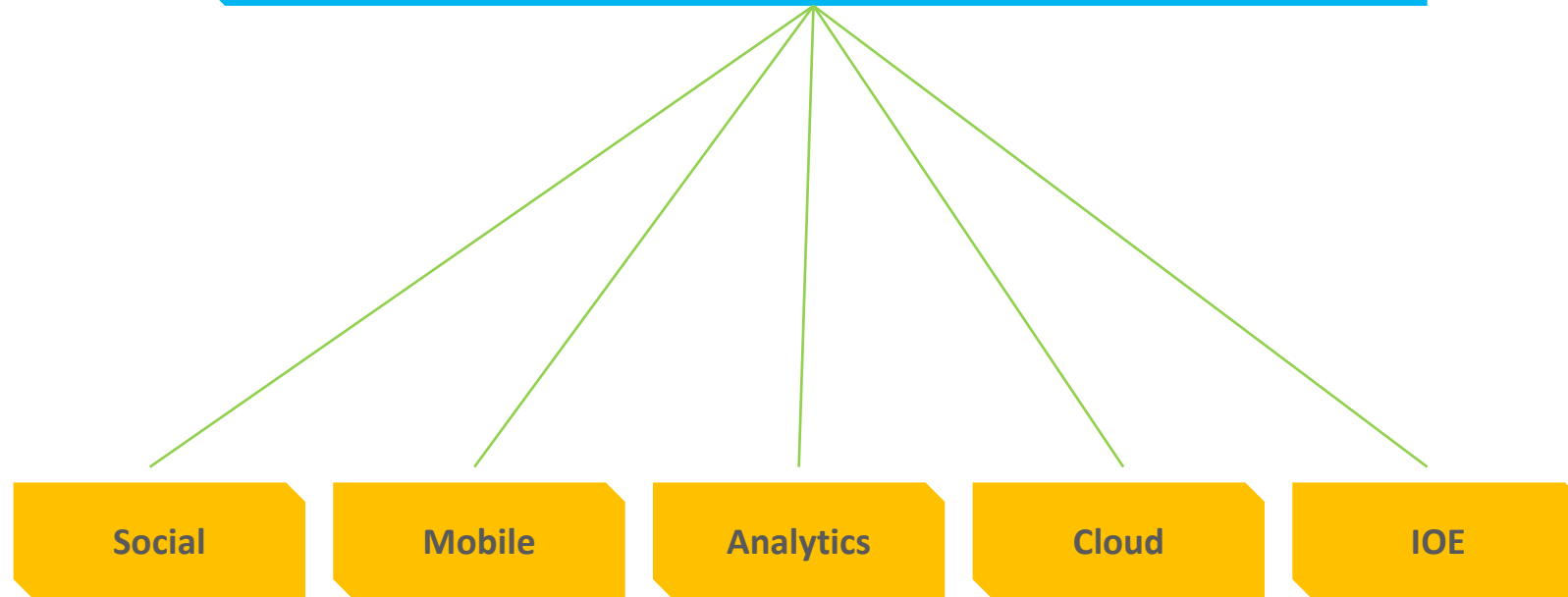
**79.1% mobile market pénétration** in U.S during the three months ending in January, 2016. [Source](#)

## Mobile First

83 % of consumers say that smartphone is their primary device [Source](#)



# Digital Disruption



## Mobile Investment On Rise

**90%** plan to increase mobile investments in 2016 with average increase of 24% over last year. [Red Hat Maturity Survey](#)

Q: What else has Changed?

A: Customers and their  
Expectations

Like...What?



## Customers' definition of what's fast and what's not



..."we respond to all inquiries within 24 hours" means you're answering in about **46 days**,  
I figure, if you do the conversion to internet time. That's not good enough."\*

Customers expect accuracy.  
However...

They are more willing than  
ever to assist you



“Some difficult-to-solve problems require that human-to-human interaction, but as a quick first line of support, the alternative channels are becoming the **norm** rather than the exception.” \*



Customers expect extended hours: 24/7 or as close as you can get

They expect holistic, integrated solutions; **high** levels of convenience; and the ability to interact via myriad channels, 24/7. \*



Customers expect you to be monitoring their communications, complaints and compliments



According to [Edison Research](#), 42 percent of customers expect service requests made through social media to be handled within **60** minutes...\*

So What's the Strategy?

# Know Your Customer

- **‘ Arm your customer contacts with the most useful and complete information possible’.**
- Austin Energy, for instance, has about 460,000 customers and created a program giving service representatives access to preferences and history.
- “When someone calls in, we have a program we kind of developed in-house that gives us a pretty good sense of what that customer really prefers, and it [creates a much more personal relationship with our customers](#),” Deborah Kimberly, Austin Energy's Vice President of Customer Energy Solutions, told Utility Dive.

# Connected Devices are Integral

The **internet has helped connect a wide range of devices** to the web, from televisions to security cameras, and sprinkler systems to phones. From an energy and home perspective, the most significant is the smart thermostat.

# Give Them What They Want

- Customers prefer **engagement through digital channels**. Making greater use of these tools and driving communication in ways that customers prefer can help utilities successfully engage customers.
- **Seamless integration** can avoid customer frustration and poor user experience. This is **accomplished by having a mobile app, web portal, and backend system that all display consistent information**.
- **Understandable and necessary content** means showing the customer information that is valuable to them. For example, information like dollars versus kilowatt-hours can be conveyed in a way that does not make the consumer feel like they are being bombarded with messaging.

# Driving Customer Service Costs Down

**According to Forrester Research, 72% of customers prefer self-service to resolve support issues over a phone call or email.**

\* Special Credit to Micah Solomon for his article in Forbes, August, 2014

## 10 Trending Changes In Customers and Customer Service Expectations



# THANK YOU!

For more information, please contact:

Al Williams

Account Director- Customer Engagement Solutions

Email: [al.williams@smartenergywater.com](mailto:al.williams@smartenergywater.com)

Phone: (770) 656-1444

**Corporate Headquarters**

19900 MacArthur Blvd, Suite 370

Irvine, CA 92612

marketing@smartesys.com

(909) 217 - 3344

**Water & Energy Innovation Center**

2350 Mission College Blvd, Suite 840

Santa Clara, CA 95054