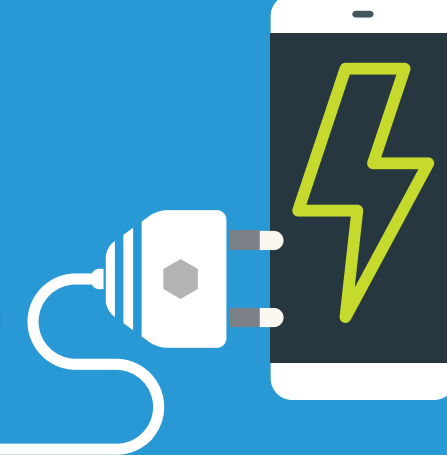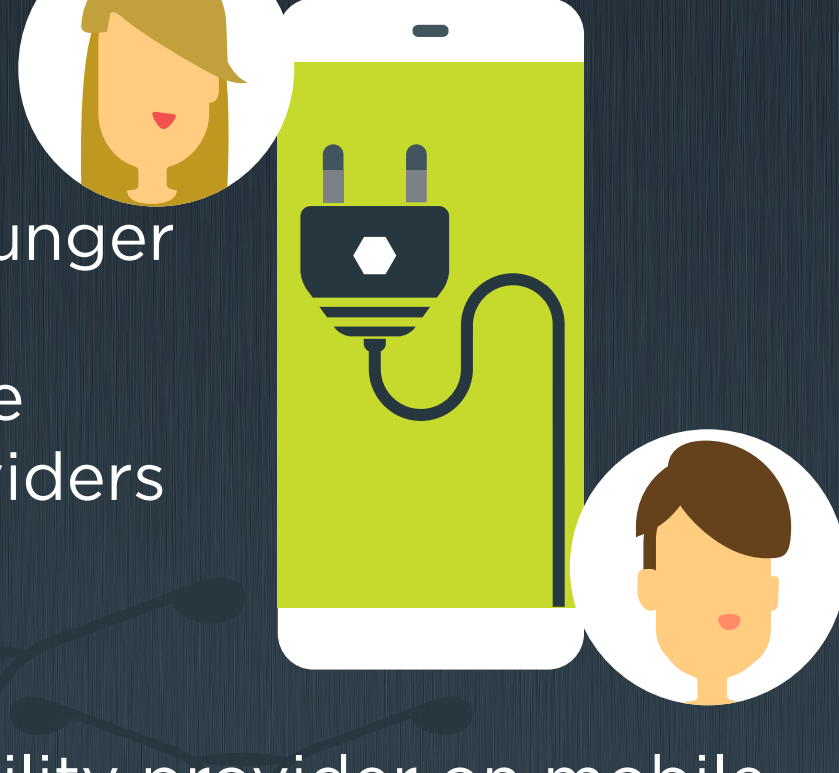# Utilities fall short **on mobile**

Usablenet

## How are consumers using utilities' mobile sites?

Nearly **1/3** of consumers, especially the younger generation, expect increased functionality on Web and mobile channels from their energy providers

Top 3 reasons consumers interact with their utility provider on mobile

- Convenience **70%**
- Desire to save time **49%**
- Ability to pay at any time **55%**
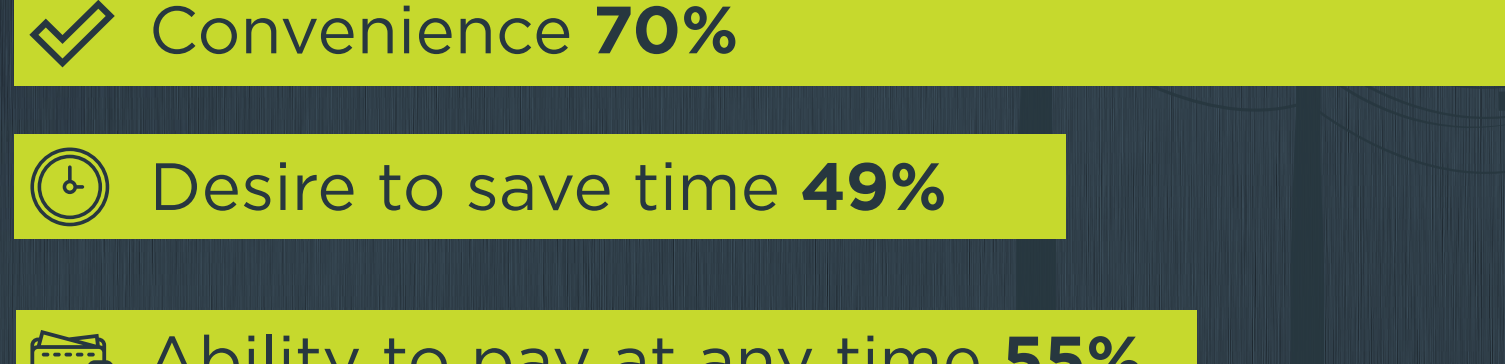
50% of customers prefer to use a mobile customer service application to try and resolve their service issues before calling the contact center
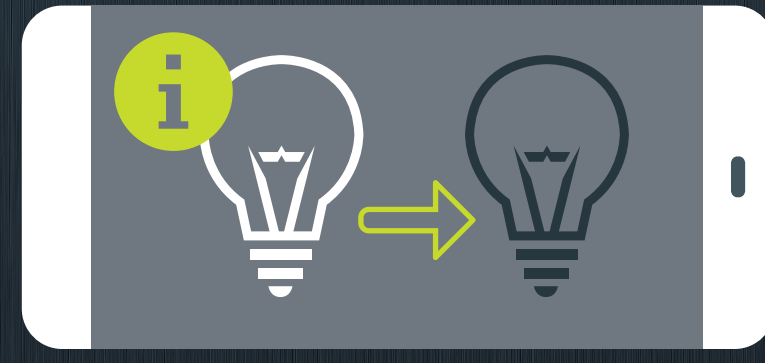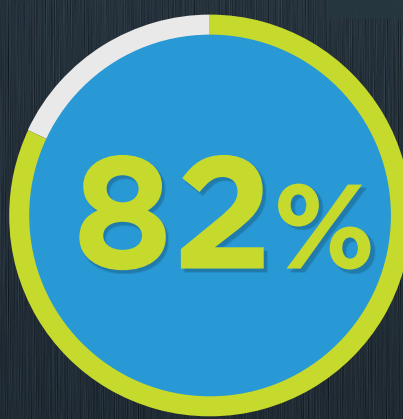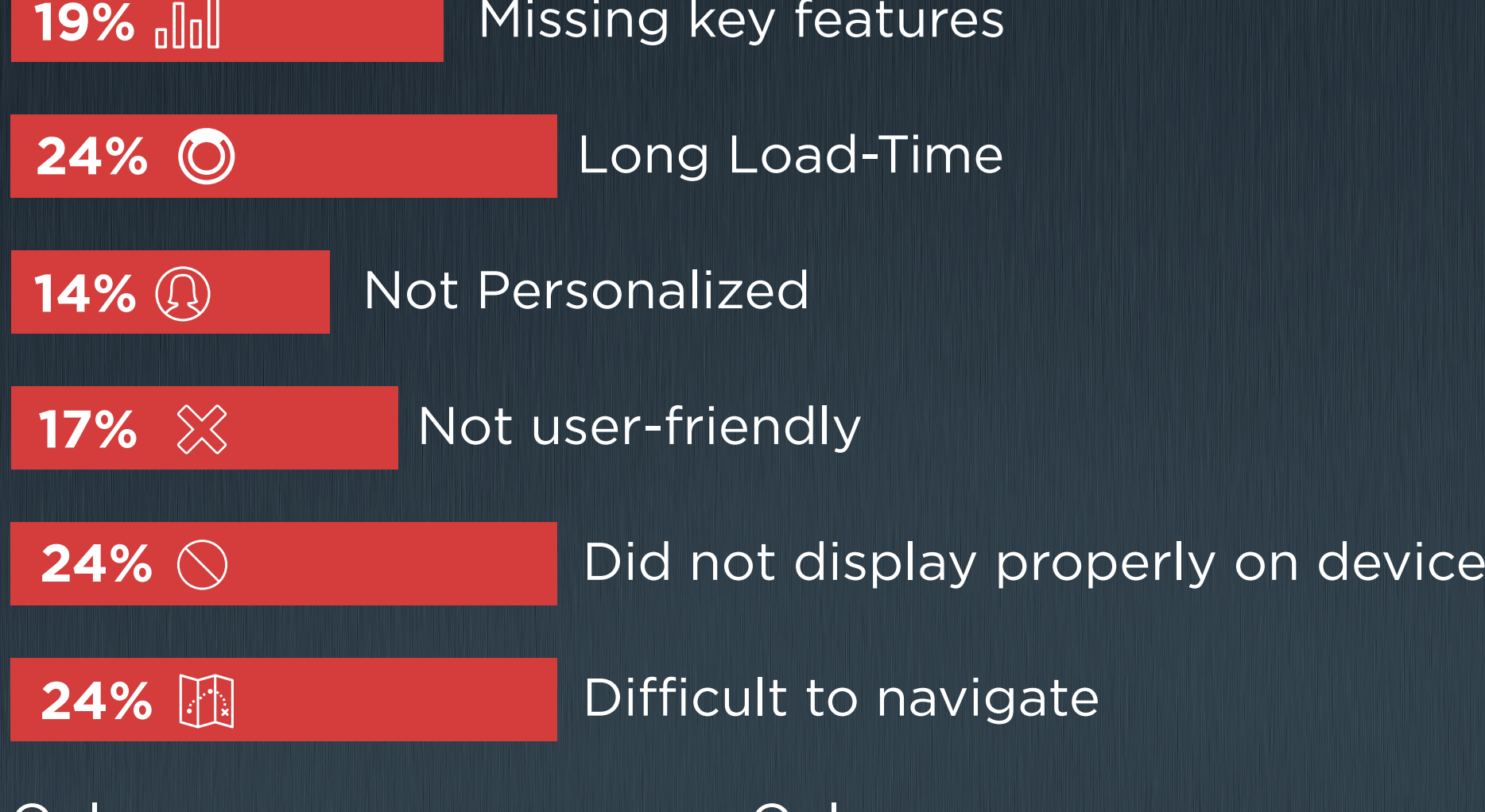
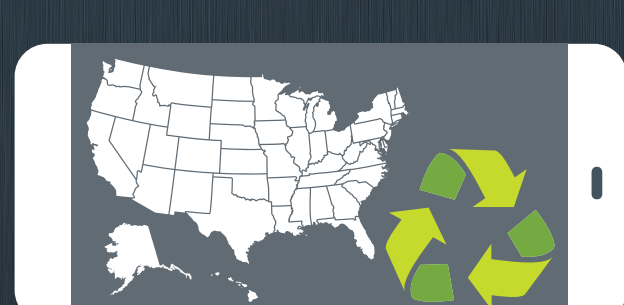**82%** of utility customers would like general outage information

Consumer dissatisfaction on mobile

Top reasons for dissatisfaction

- **19%** Missing key features
- **24%** Long Load-Time
- **14%** Not Personalized
- **17%** Not user-friendly
- **24%** Did not display properly on device
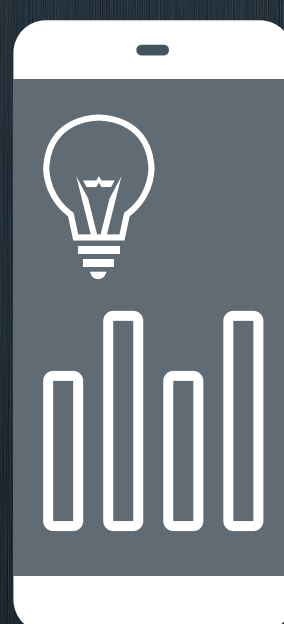- **24%** Difficult to navigate

Only **26%** of U.S. electric utilities have mobile applications

Only **24%** offer the ability to report issues or provide feedback via the app

Only **20%** of utility websites have features that allow customers to monitor their energy usage

Only **40%** of utility providers use digital technologies to enable self-service

How mobile can drive value

Increase customer engagement:

Digital users are:

41% more likely to trust their energy provider

69% more satisfied with their energy provider

42% more likely recommend their current energy provider

Reduce Costs:

Companies that offer electronic billing typically reduce their print and postage costs associated with billing by **60%-90%**

Cut high call center costs, which average around **$4 per customer**, while providing consumers with quick and immediate solutions on mobile

Simple and self-efficient mobile investment could save the average utility an estimated **$1-3 million** or more annually

Usablenet is a global technology services company, focused on enterprise mobile strategy & execution.

Usablenet

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Sources

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- Clarabridge
- AnyPresence
- UtilityDIVE
- iFactor, Infographic
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