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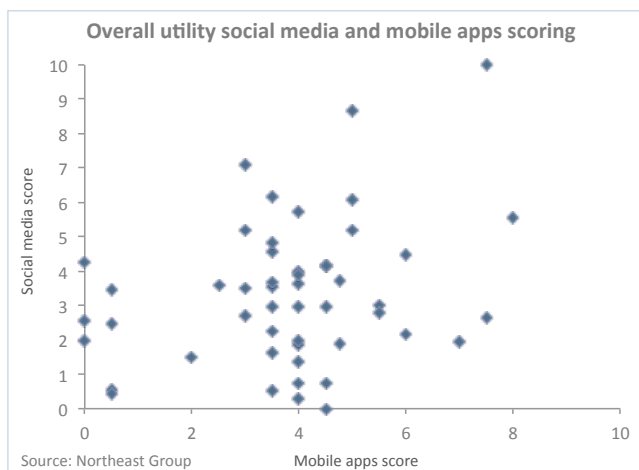
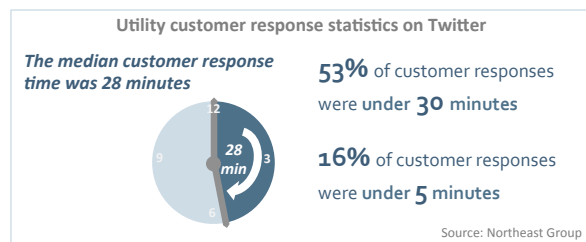
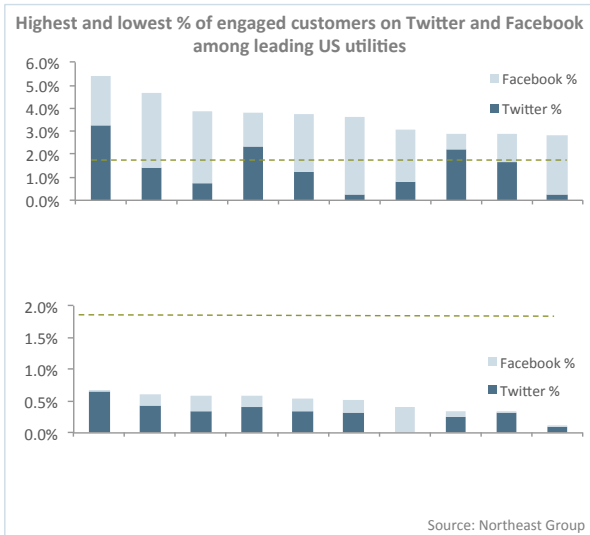
US Utility Customer Engagement Benchmark:
Social Media & Mobile Apps

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US Utility Customer Engagement Benchmark: Social Media & Mobile Apps

The combination of smart grid investments, social media and mobile apps have given utilities a host of new tools to improve their customer engagement. At the same time, customers now expect faster, more efficient service, as well as increased opportunities to reduce their energy bills. Most utilities are already successfully using social media to improve engagement—utilities now regularly tweet outage alerts, energy savings tips, and customer responses to thousands of followers. Mobile app services are currently less developed, but will offer greater potential for utilities. Several third-party mobile apps already let customers remotely manage thermostats and other home appliances and compare electricity consumption across time periods and with friends and neighbors.

As utilities begin to take advantage of the data available from smart meter investments, they can offer customers personalized services through mobile devices that clearly show the benefits of smart grid. Some utilities have done a poor job of showing the benefits from smart grid in a way that customers can understand. Customers with smart meters expect to save energy (and money), but have few other clear expectations.



apps can serve as a key delivery mechanism. The results of Northeast Group's benchmark of the 50 largest US utilities show that they understand this challenge, but that these services are still relatively new, and have widely varying quality. Utilities can learn from the industry leaders—as well as third-party vendors with more advanced apps—to ensure that social media, mobile apps, and smart grid bring not just greater opportunities for utilities, but greater benefits for customers.

Key questions answered in this study:

- Which US utilities are best at using social media and mobile apps to improve customer engagement?
- Which US utilities have the best social media response times and usage rates?
- Who are the leading third-party mobile app developers?
- Which US utilities currently have mobile apps and which have developed mobile websites?
- How will utilities use gamification and other social media service to encourage greater customer engagement?

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