

3 WAYS

Utilities Can Meet Customer Expectations

TO MAKE MONEY IN THE MODERN WORLD,
UTILITIES NEED TO THINK OF POTENTIAL BEYOND POWER.

The past decade marks a period of significant change

for the utility sector. From the rise of renewable energy and the decline of coal to paperless bills and smart grids, utilities have gone from “taking money from ratepayers” to “serving customers with new solutions.” **Business models have been upended and customers are demanding more.**

As a utility, you are no longer able to rely on simply pushing power over the lines. Today you must be more than the meter; now is the time to find new ways to light up your customers' lives.

What are these new ways? As experts in the energy and sustainability space, Mower wanted to dig deeper, so we conducted a survey to learn more about what customers really want from their utility and broke down the results to three ways you can start meeting customer expectations in the modern world.

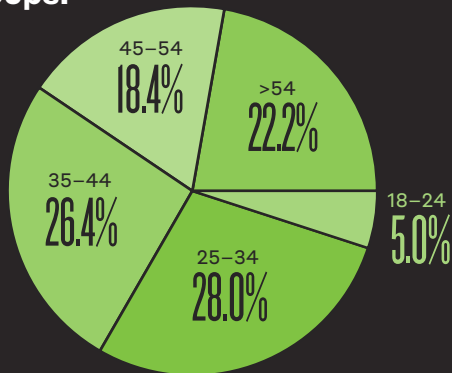


Survey Demographics

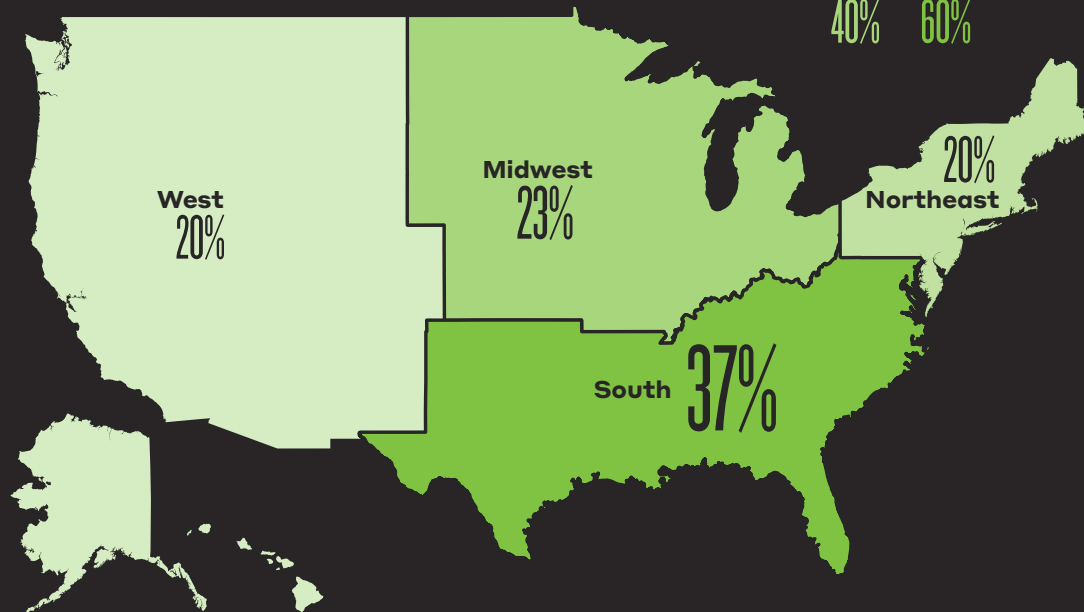
Total responses:

500

Age groups:



U.S. Census region:



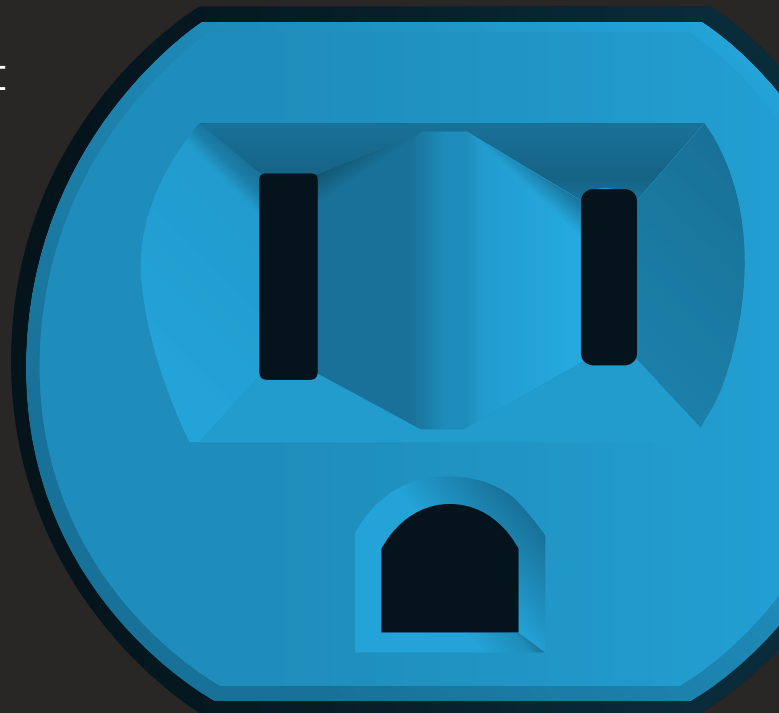
Gender:



01

THINK BEYOND THE OUTLET

Two-thirds of respondents react favorably to electric utilities providing products/services beyond electricity.



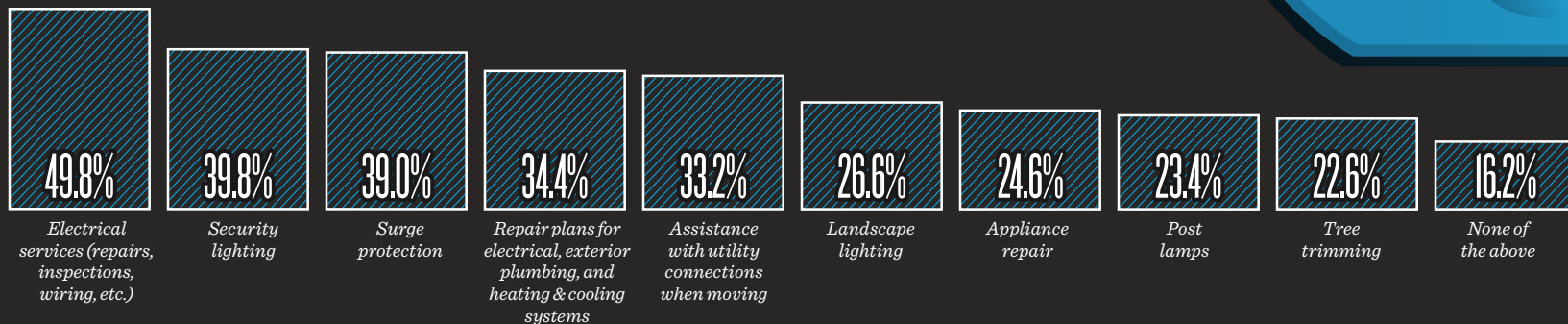
01 THINK BEYOND THE OUTLET

Customers like the convenience of having one company providing multiple services, but what's more, they feel the utility is dependable, reliable and trustworthy.

This plays out with customers being most interested in their utility providing security lighting and

various repair services around the home. The top interest was having the utility handle electrical services (repairs, inspections, wiring work, etc.)—an area where many consumers would rather employ the help of an expert rather than tackle the challenge themselves.

Which of the following products or services would you consider buying from your electric utility?



02

KEEP PEOPLE INFORMED

66% of respondents aren't even aware of utilities offering products beyond basic electricity!



02 KEEP PEOPLE INFORMED

You've been the same old utility for decades, and even though you're making moves to modernize on the inside, that news might not be making its way to the outside. Customers likely think of you as power lines and billing statements—they plug in and pay up. Who knew that the utility could also be a resource for other household needs?

Social media has become a great channel for utilities to keep customers informed during power outages, for weather advisories and general information pertaining to service, but it can also be a great place to start conversations around other topics pertaining to power.

Think of the lifestyles your customers lead and provide informative content on how energy is related to those lifestyle needs.

LIGHTING/
LIGHTBULBS



TREE
TRIMMING



SOLAR
PANELS



HVAC



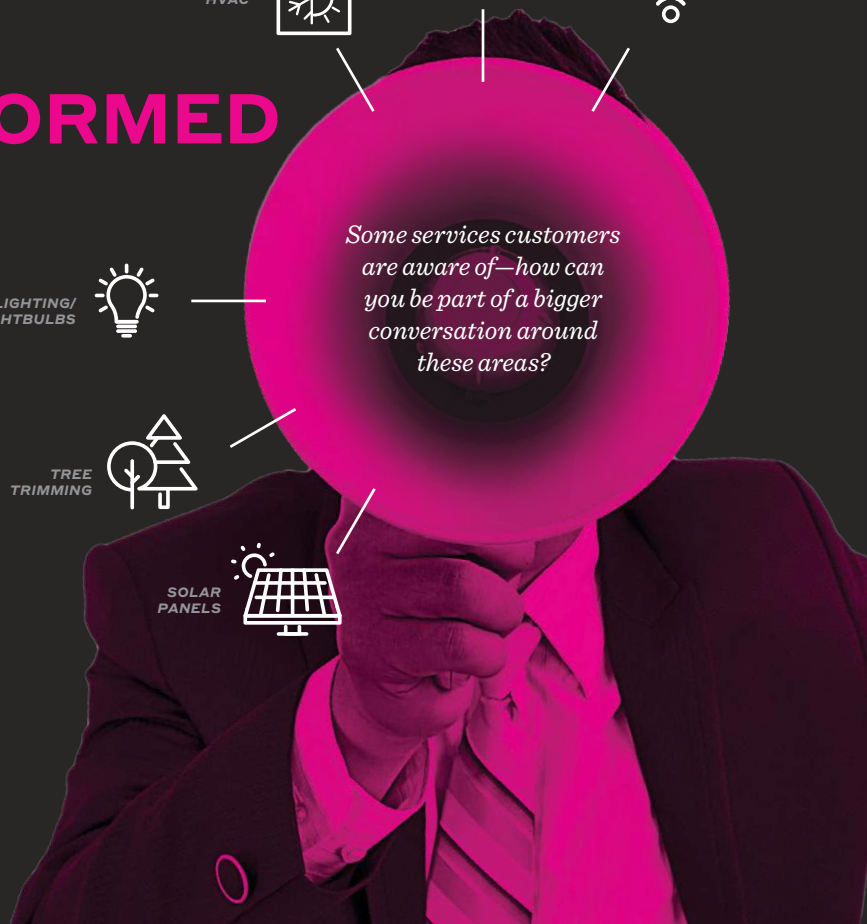
HOME SECURITY



INTERNET/WIFI



Some services customers are aware of—how can you be part of a bigger conversation around these areas?



03

MAKE LIFE EASIER

Two areas where you can help:
money and time.



03 MAKE LIFE EASIER

Not surprisingly, cost is a major factor for customers when considering energy-efficient solutions. Will the solution save me money in the long run? Will it cost me too much money to implement in the short term? Figuring out that balance can be a hassle that ultimately leads to customer inaction. **Make energy efficiency a simple solution by offering attractive payment options.**

Respondents who would be motivated by discounts to consider and/or purchase products/services from an electric utility.

68%

88%

find at least some value in spreading out payments for the offered products/services on their utility bill.



03 MAKE LIFE EASIER

As respondents are most interested in electrical services (repairs, inspections, wiring work, etc.), further improve the convenience of one-stop shopping by **creating hassle-free ways to schedule/ carry out appointments for these services.**



*Online
scheduling
portal*



*Precise
appointment
times*



Now that you're armed with tips for taking your utility into the future, take the next step with our energy and sustainability team at Mower. With 50 years of experience working with utilities and leaders in clean energy development and innovation (GE, Siemens, Sensus, FirstEnergy, National Fuel, NextEra Energy Resources and AVANGRID, to name a few), we've got a deep bench of energy experts ready to hit the ground running.

Our energy and sustainability practice offers a wide range of marketing communications services, including:

- Analytics & Metrics Planning
- Brand Development
- Change Management
- Content Marketing Strategy & Planning
- Corporate Social Responsibility Strategy
- Crisis Communications/Reputation Management
- Customer Segmentation Strategy
- Customer Service Training
- Data Management & Consulting
- Event Planning & Activation
- Facility Siting
- Internal Communications Plans & Strategies
- Issues Management
- Marketing Automation Consulting
- Media Relations
- Messaging Workshop
- Product Launches
- Public Affairs & Community Engagement
- SEO and SEM
- Social Media Programs
- Speeches/Presentations
- Trade Show Activation





Want to know more about how to be seen as a valuable solutions provider to your customers?

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