

# UTILITY CUSTOMER ENGAGEMENT

Presented by Luke Stow

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## POINTS TO COVER

- The great opportunity
- Relevance in the home and office?
- We have so many constraints
- Technology sucks...
- How do we get this right

DISCUSSION  
OVERVIEW

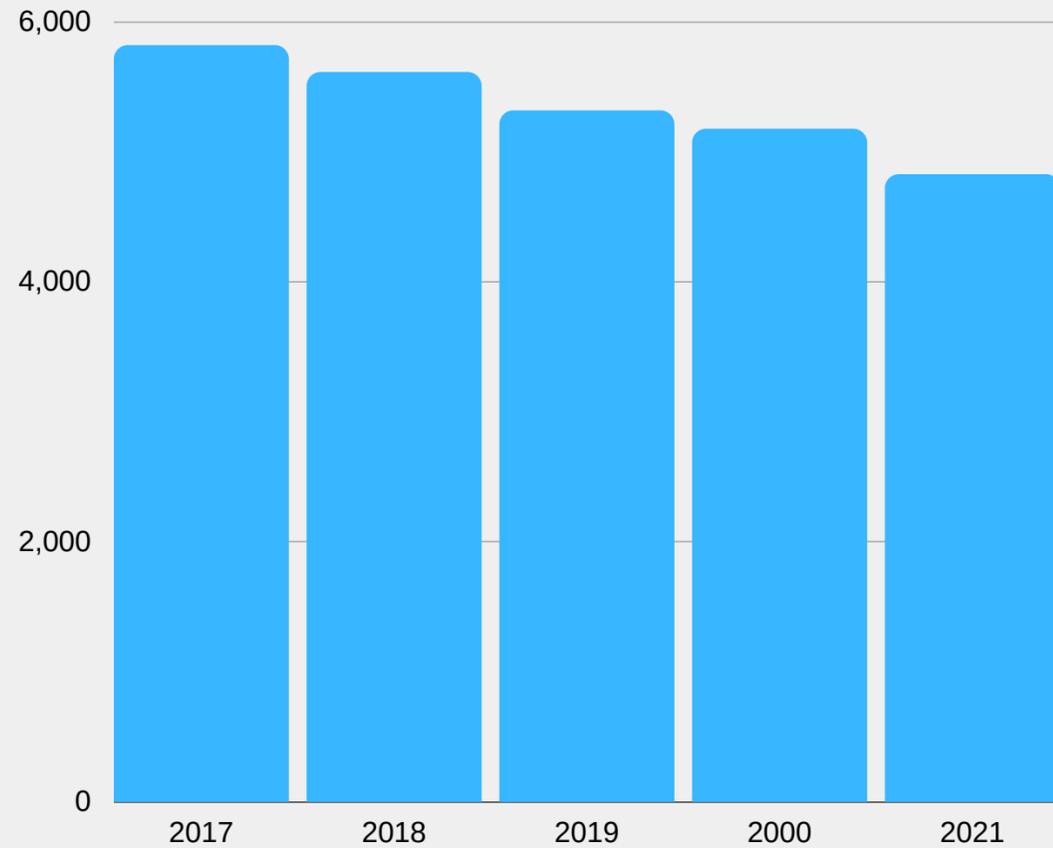
# THE GREAT OPPORTUNITY

You know these however let's recap...

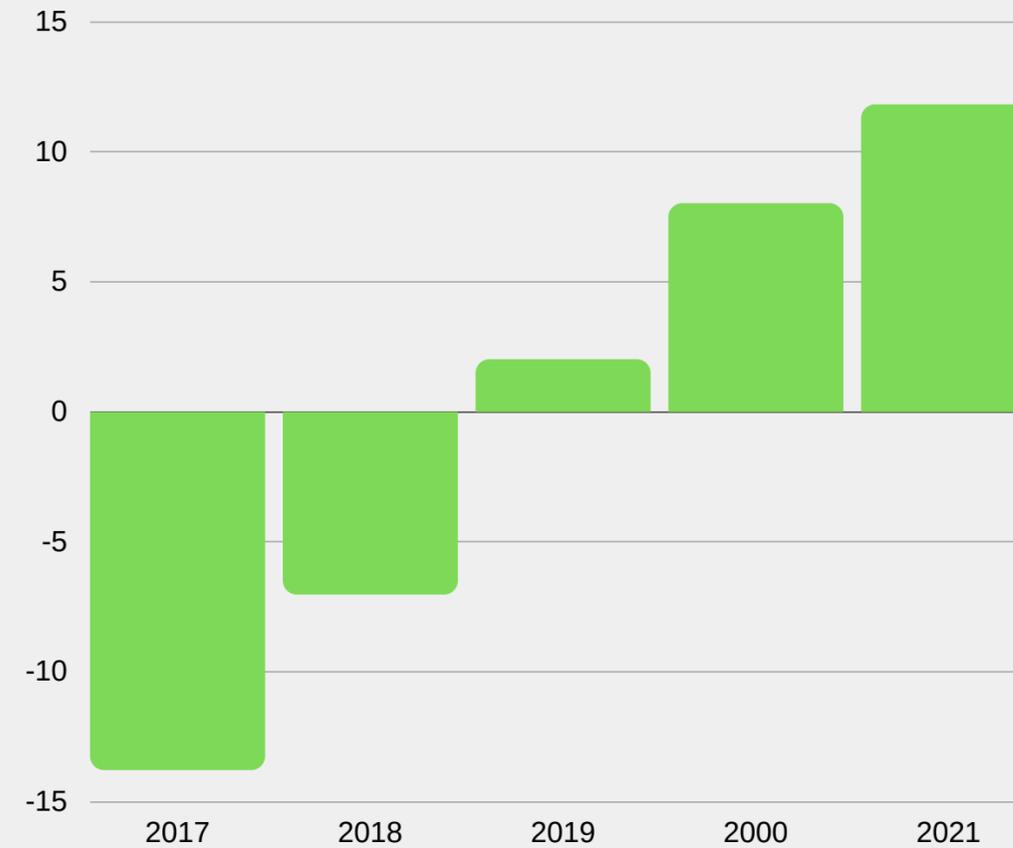
- Customer expectations around digital interactions with utilities continued to accelerate through the COVID-19 pandemic
- Customers want you to make their access to end outcomes digital (preference is mobile), easy and frictionless
- Improved digital experiences from utilities correlates directly to increased customer satisfaction



## BRANCH CLOSURES



## NET PROMOTER SCORE (NPS)



**BANKING INDUSTRY - DIGITAL BANKING  
LINKED TO HIGH CUSTOMER SATISFACTION  
WITH AUSTRALIAN BANKS!**

\*Source of data, Roy Morgan, APRA

## Why do people engage with and contact utilities?

- A. Love of electricity, gas or water
- B. I have a problem
- C. Price check
- D. I need to talk to someone other than my pets



# RELEVANCE IN THE HOME AND OFFICE?

Utilities conversation place?

- Do you sit and home and discuss your electricity, gas or water utility?
- When the bill comes or there is an outage
- When it comes to big topics like sustainability and renewables...
- Just make my access to end outcomes digital (preference is mobile), easy and frictionless!



**Do your business colleagues refer to themselves as the customer in your organisation when talking to HR, Finance or IT?**

- A. Yes.
- B. No.
- C. Sometimes, its confusing!
- D. Never heard of this occurring...



# WE HAVE SO MANY CONSTRAINTS

Heard this comment or one like it?

- Culture
  - Technology
  - Regulation
  - Competition
  - Delivery takes to long
  - Process Maturity
  - Data Rich - Insight Poor



# TECHNOLOGY SUCKS...

It doesn't it's just not as important as people

- Yes, customers are increasingly both consumers and producers... now expecting to be a click, swipe, or voice command away from a seamless and personalised human experience
- However avoid the trap on thinking that we can buy technology and it will **all** just magically work!
- Digital transformation needs human adoption to be complete
- People are the last frontier of all technology change... so explore new worlds, seek out new ways and boldly go where no utility has gone before!



# HOW DO WE GET THIS RIGHT?

Here are my key takeaways for you...

- Allow and foster your customer first culture (outwardly focussed not internally focussed)
- Cultivate partnerships and associations with others... this will become more important for utilities to deliver on the digital experience
- Map out customer and employee journeys and use data (the gold) and real customer focus groups to support the mapping then apply, update and value them!





# CONTACT ME

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