UTILITIES
POWERING A NEW DIGITAL CUSTOMER EXPERIENCE
Until about a decade ago, the world was a relatively simple place for utilities providers.

In most major markets, they were regulated monopolies, selling energy to consumers and businesses who had no choice about from whom or where to buy. Since they were so highly regulated, utilities companies didn’t need to pay much attention to the customer experience and focused mainly on running and optimizing their backend systems and processes.
No longer.

The utility marketplace today has changed almost beyond recognition. The experience that utilities companies offer to their customers today has a decisive impact on performance. Customer centricity, once an unfamiliar concept, is now a critical differentiator. And this global shift is being driven by two fundamental changes.

First, many markets are now deregulated – meaning customers do have a choice about who provides their power and the type of energy source used. Second, even regulated markets face growing competition from other products in the marketplace—with some corporations and even consumers choosing to go off-grid and source their power independently from local sources like wind and solar.
Utilities’ customers come into the light

The result? Focusing on customers is now a prerequisite for utilities in all markets, both regulated and deregulated. In the US, for example, the JD Power customer satisfaction surveys have become the de facto industry benchmark.

By evaluating and comparing utilities regionally and nationally, the surveys provide an objective customer satisfaction assessment, while also highlighting any that are lagging in operational efficiency. Hardly surprising then that many utilities now tie their senior-level compensation and incentives to their JD Power rankings.
Faced with an increasingly competitive environment where customers have an expanding array of options, utilities have no choice but to respond by evolving products and services and creating new and more responsive ways of engaging, interacting with, and satisfying customers.

These can enable them both to drive top-line revenue growth and better bottom-line efficiencies. The key to achieving both goals effectively lies in investing in digital technologies. Yet digital is not a panacea. Unless strategic investments are made to support digital capabilities and interactions, the results will be disappointing—a point underlined by Accenture’s regular New Energy Consumer research studies.

Our most recent survey finds that only 27 percent of consumers have made digital interactions with utilities providers their ‘new normal’—and that one in four are completely unaware of the digital channels the provider makes available to them.

Sixty three percent prefer to use traditional, non-digital channels to contact their energy provider because they’re not confident issues will be resolved successfully via digital channels. A customer-centric digital transformation can be truly transformational for a provider. Digital capabilities can generate benefits across the enterprise and all customer segments.
These benefits will manifest themselves in three main areas:

01 Connected home

02 Efficiency

03 CX piece of things
In an era when the emphasis is on conserving power rather than using more of it, utilities providers’ best option for finding new sources of growth lies in new products and services that build on their existing trusted relationship with customers. One of the biggest areas of opportunity is the connected home – with offerings ranging from smart metering to intelligent domestic appliances, and from electric vehicle charging to weatherproofing.

To capitalize on this potential, utilities must be able to segment and target customers and personalize offers to meet their specific needs. That requires sophisticated digital marketing capabilities powered by advanced data analytics.

One of the biggest customer-related costs that utilities bear is maintaining call centers, staffed with their trained representatives. Moving customers to successful self-serve digital channels and social media customer service has a direct positive impact on the bottom line. But before customers will engage with utilities via digital, they need to be confident that their issues will be resolved efficiently and completely through these new channels.

Digital also enables consistent policy adoption in areas such as deposits, late fees and reactivation fees. Today, policy exceptions and inconsistencies are hugely expensive to manage—digital can reduce or remove these costs altogether.

Customers bring high expectations of digital service from other areas of their lives and will judge utilities by the same exacting standards. Everyday interactions must match the ease with which they can check a bank balance or buy goods online. Utility companies must manage ‘liquid’ expectations across the entire customer journey, whether customers are modifying services or looking for information about usage, billing, and outages.

On social media channels, customer service efforts are displayed for an eager audience, particularly in moments of distress or dissatisfaction. As customers readily take to social media to express concerns, companies must boost capabilities to meet them there and ensure service supports their brand and protects their reputation.
Adobe and Accenture Interactive are working together to help utilities realize the promise of digital to provide their customers with new experiences and service.

For example, by deploying Adobe Experience Manager (AEM) at the core of their digital platforms, utilities can compose, manage and deliver content across their digital properties on all channels. The control and agility that AEM provides means utilities can deliver a more engaging and personalized digital experience from the very first consumer interaction.

Advanced analytics available in the Adobe Experience Cloud provide utilities with the ability to capture, aggregate and understand visitor behavior across all their digital properties. Adobe Target and Campaign Manager enable delivery of the best performing content to the right audience segments, with intelligent recommendations to create a continuous uplift in digital performance.

Finally, AdobeMedia Optimizer helps forecast the best mix of different media and then target budgets where they’ll have the greatest impact.
Together, we work with brands to create lasting customer relationships and real business growth through a unique combination of services and solutions.

The Adobe and Accenture Interactive Alliance

Accenture Interactive and Adobe deliver award-winning customer experiences. Accenture Interactive combines unmatched deep industry insights with Adobe’s industry leading platforms to help brands transform the customer experience from the inside out.

The Adobe Experience Cloud, a connected suite of best-in-class, cross-channel, digital marketing solutions, powers the experience and puts brands in control.
What we offer

Our combined capabilities enable us to deliver world-class customer experiences for our clients across all industries.
Accenture Interactive

Integration: Seamless services from strategy through managed services delivery that bridge the gaps between CMO & CIO organizations to enhance marketing performance

Industrialization: Predictability through our scale, efficiency, methods, tools and proprietary assets

Intelligence: Analytics is the core of what we do

Innovation: Huge investments in R&D foster our unique facilities designed for spurring innovation with our clients and strategic partnerships like Adobe

Industry: We operate across all major industries bringing unparalleled industry experience and dedicated teams of deep industry talent

Adobe

Predictive marketing: Leveraging big data to optimize customer-facing marketing channels and predict future results

Personalization: Delivering the best possible customer experience at the right time

Campaign management: Driving critical decisions and optimizing campaigns across search, display, social, mobile, video, games, etc., ensuring that ad dollars deliver the highest return possible

Media monetization: Maximizing ad rates for publishers and ROI for advertisers through identifying the best combination of audience segments and digital channels
About Accenture Interactive

Accenture Interactive helps the world’s leading brands transform their customer experiences across the entire customer journey. Through our connected offerings in design, marketing, content and commerce, we create new ways to win in today’s experience-led economy. Accenture Interactive was ranked as the world’s largest digital agency in the latest Ad Age Agency Report. To learn more follow us @accentureACTIVE and visit www.accentureinteractive.com.

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