

# Digital leaders: Driving digital forward through VOC



**E Source**

Fall 2020 E Source Customer  
Experience Leadership Council

# Agenda

- Welcome back and icebreaker
- Reflections on 2020 and plans for 2021
- Digital channel usage
- Breakout discussions
- Wrap up

# Welcome back and icebreaker



# Let's look back at 2020

# Group discussion questions

- What has been your biggest success on your digital channels in 2020?
- What would you do differently if you could go back to the start of the year to improve your digital channels?

A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a profile picture, a name, and a status update. The background is a solid blue color. The text 'Digital channel usage' is overlaid on the image in a white, bold, sans-serif font, enclosed in a white rectangular border.

# Digital channel usage

There's been an **18% increase** in total ad call volumes in March 2020 versus 2019

# What's changed in 2020?



Mobile usage has grown 10%;  
slowest growth yet



40% of people only search  
on a mobile device



Ad calls have increased by  
more than 10% since March



37% of web traffic is from  
desktop and is responsible for  
50% of time on site



Average web traffic is up 4.4%



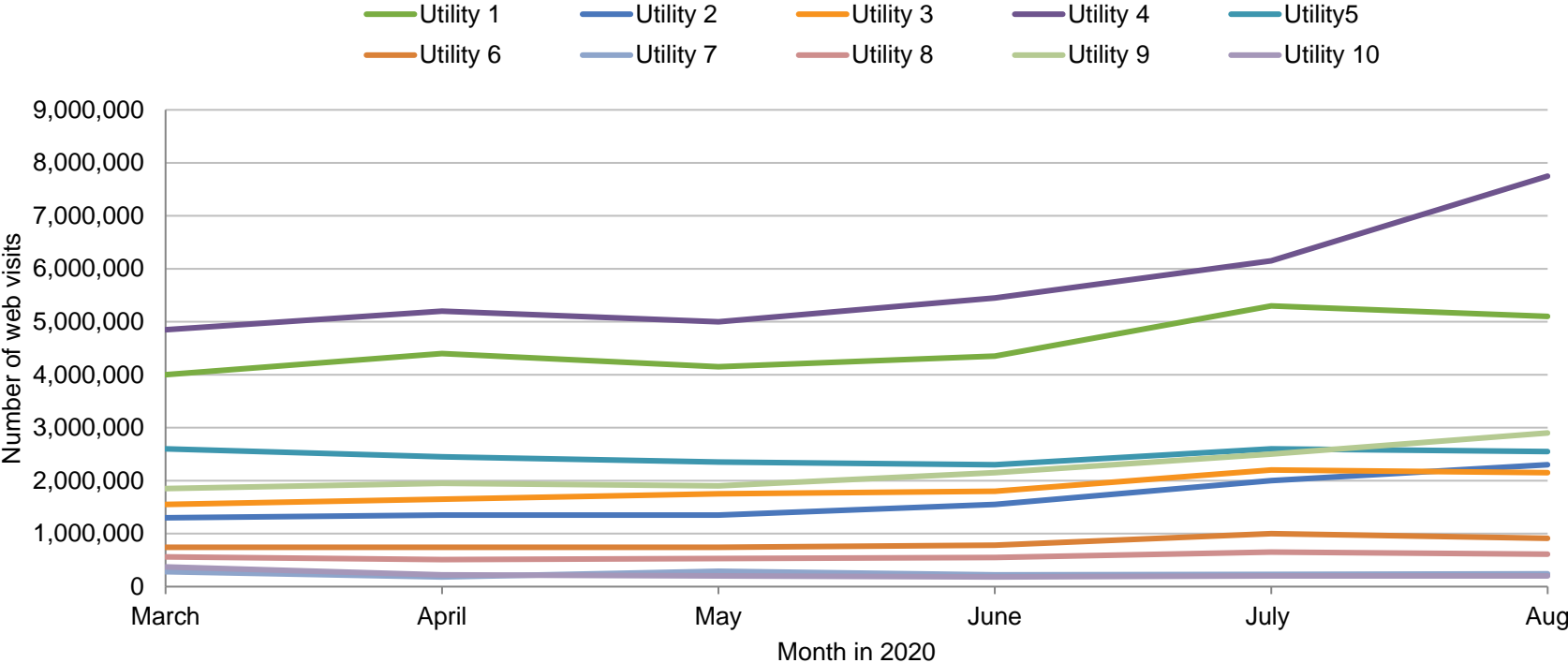
25% of online time is spent on  
social media

Source: Forbes, Statista, New York Times



Technology adoption has increased in US and Canadian households in 2020; utilities have seen a 9% increase in first-time web users

# Web visits during COVID-19



© E Source; data from Similarweb

# App updates

Duke Energy updated its mobile app on April 6, 2020, with these messages accompanying the update:

- “Take a look at what’s new (besides hanging out at home and eating a lot of pizza).”
- “You asked, we delivered. No, not pizza (unfortunately). We are delivering you a PDF of your bill—no matter how you pay it!”
- “Want to be real with us about our app? We’ve added some ‘rules of engagement’ for what type of information to submit through the Customer Feedback feature.”
- “Like bugs or anchovies? Us either. We found some bugs and we fixed ’em and have asked that anchovies be eliminated as well.”

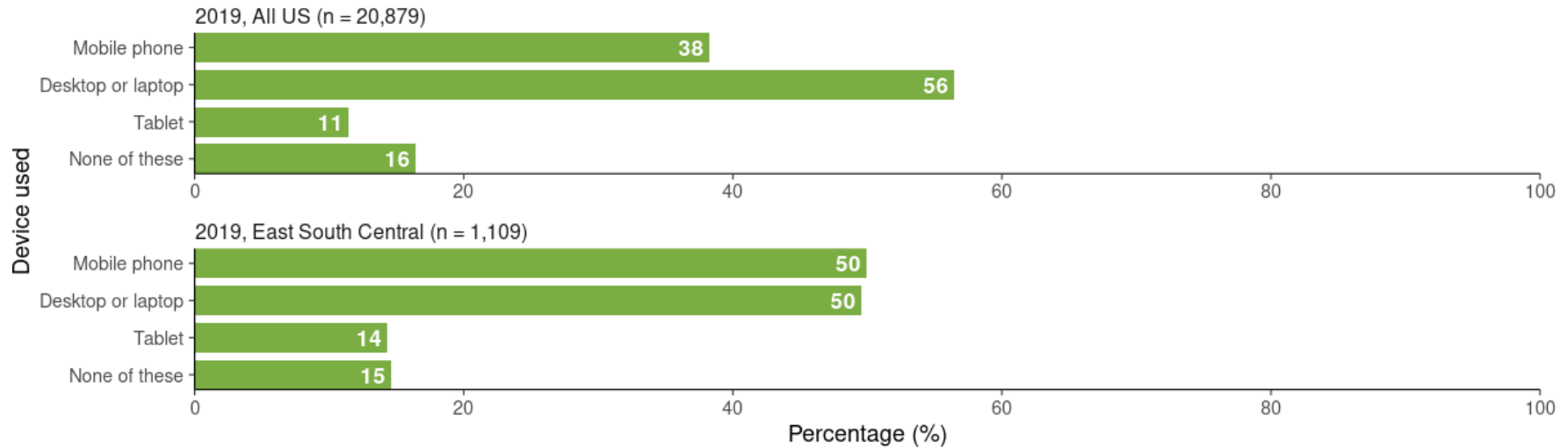
Con Edison updated its mobile app on March 17, 2020:

- “We’ve made it easier to enroll in a payment agreement.”
- “We’ve added more information about what you can expect after you move or stop service.”

A person is seen from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a header 'People', a profile picture, and a 'My Status' section. The background is a solid blue color.

# Let's focus on Make a Payment

# Most customers have viewed their account status or bill online ...



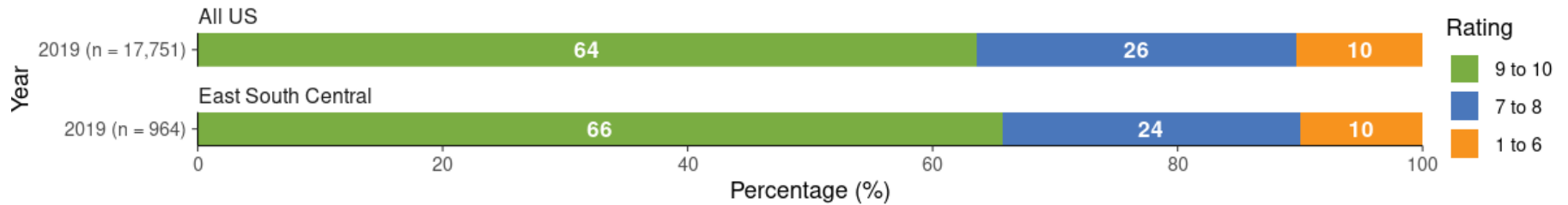
Base: Respondents of electricity or dual-fuel providers with an online account.

Question A6\_1: In the past 12 months, have you viewed your account status or bill online with your electricity provider? (Select all that apply) [Filtered]

Note: Respondents were allowed to select more than one answer. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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# And said it was very easy to do so



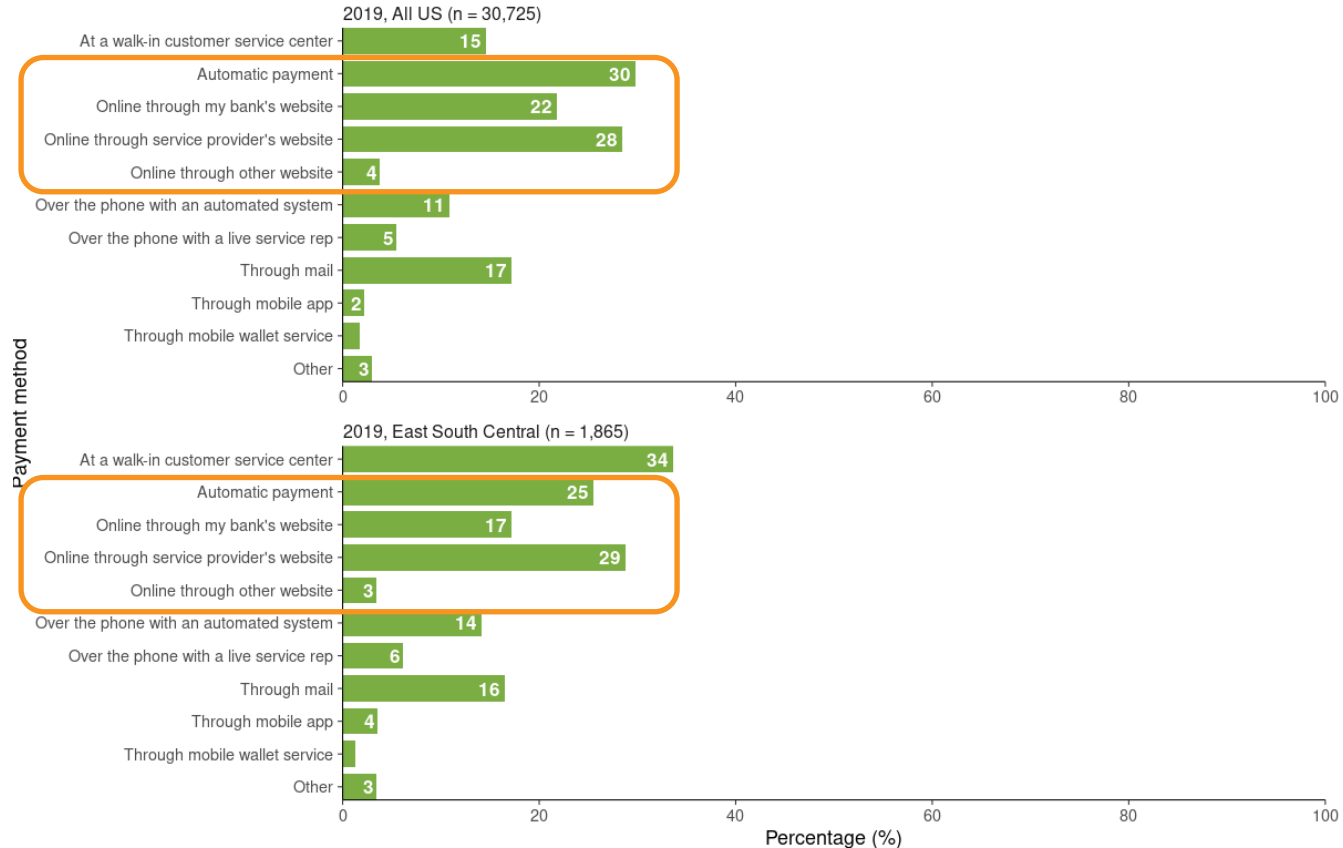
Base: Respondents who are customers of electricity or dual-fuel providers who viewed their account status or bill online.

Question A6NEW\_1: Please rate the ease of viewing your account status or bill online with your electricity provider. [Filtered] (Grouped)

Note: This question was first asked in 2018. Respondents used a scale of 1 to 10, where 1 means very difficult and 10 means very easy. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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# Online channels are popular ways to pay



# How to improve self-service adoption of Make a Payment

- Give customers multiple ways to make a payment, both in navigation and channel
- Keep the process as simple as possible and limit the amount of work customers must do



# How to make the online payment experience seamless for all customers

- Repeal credit card payment fees (at least temporarily)
- If you can't remove credit card fees, offer an incentive so customers don't have to pay them
- At the very least, make it clear which online payment options don't incur additional fees

# Plans for 2021

# Group discussion questions

- What's your top priority for 2021 for your digital channels?
- What do you imagine being your challenges heading into 2021?

A person is seen from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a profile picture, a status update, and several posts. The word "Break" is written in large, white, sans-serif font across the center of the screen, enclosed in a white rectangular border. The background is a solid blue color.

# Break

# Breakout rooms

A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a navigation menu on the left and a main content area. The text 'Report out' is overlaid in large white font on a semi-transparent blue rectangular background.

# Report out

# Q&A



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October 6-7, 2020

[www.esource.com/forum2020](http://www.esource.com/forum2020)



# Thank you!



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