

# Enhancing Customer Experience in Utilities with Real-Time Visibility



Today's utility companies have centered a competitive strategy around the customer interface. Real-time visibility solutions have now become key for utilities to enhance service quality and delivery as customers' demands and operations complexities increase. The application of this method enhances customer satisfaction to a very high level while having the same effect on the efficiency of the field service.

New studies suggest that the field service management software market is on the verge of showing immense growth, having risen from \$3.4 billion in the previous year to an estimated \$8.06 billion by 2028. Analyzing the examples of various case studies, we will consider how the field service management software, customers' portals, and mobile applications can help the utility enhance the customer experience while providing real-time visibility.



Expanding upon the improvement of customer experience provided by real-time visibility in utilities, it is imperative to investigate the critical role field service software plays in providing customers with these rapid updates.

## How is Field Service Software Utilized to Provide Updates in Real-Time?

- Utility firms increasingly adopt field service management software to boost customer interactions and streamline processes.
- The software records field activity, monitors outages in real-time, and manages service requests.
- A major electric utility company used this software to provide customers with outage updates and service request statuses.
- Customers received accurate ETAs and progress updates via GPS tracking and automated notifications.
- This real-time visibility reduced ambiguity, improved customer satisfaction, and optimized field resource allocation.

- Analysis revealed that superior field service software led to an 83% reduction in service request completion times.
- This efficiency not only minimizes service disruption but also accelerates problem resolution, enhancing the overall customer experience.

Mobile apps and customer portals are made possible by real-time updates from field service software, which also improves transparency and encourages a more engaged consumer experience.



## Mobile Apps and Customer Portals: Their Effect on Transparency

In the utility industry, customer portals and mobile applications play a critical role in improving communication and transparency. Customers can easily access their account information, service updates, and historical data via these digital platforms. For instance, a well-known water utility provider introduced a feature-rich client portal that lets users monitor bill summaries, check water usage, and submit direct complaints. A real-time outage map on the portal offered rapid updates on service interruptions and restoration schedules.

The deployment of these portals has proven to be extremely successful. According to a research poll, 82% of customers would prefer to use digital channels for customer support than to speak with a representative. Utility companies can reduce the number of phone calls and in-person meetings by giving customers access to an intuitive interface where they can check the condition of their services and manage their accounts.

This change offers a clear and convenient means of obtaining information, which not only simplifies operations but also raises customer satisfaction.

Expanding upon the ways in which customer portals and mobile applications improve transparency, let's examine the additional ways in which they foster candor and dialogue in consumer interactions.

## **Increasing Openness and Communication with Mobile Apps and Customer Portals**

In order to improve communication and openness in the utility industry, customer portals and mobile applications have become indispensable tools. Customers can obtain outage reports, billing information, service information, and more directly from these sites. One well-known example is how a European energy business used client portals to include real-time data and complex analytics into their web platform. Consumers could check their energy use, see real-time maps of outages, and get in touch with support staff by logging in. Businesses may dramatically lower the number of clients calls they get and increase customer satisfaction by streamlining communication and improving service efficiency using mobile apps and customer portals.

## **Cutting down on customer calls and raising satisfaction levels**



In today's fast-paced world, the efficiency and effectiveness of customer service can make or break an organization. Field Service Management (FSM) software and customer portals that offer real-time visibility are crucial in transforming service delivery and enhancing customer satisfaction. These advanced tools not only reduce call volumes but also streamline problem resolution processes, leading to significant improvements in customer experience.

- **Enhanced Efficiency and Cost Reduction:** Real-time visibility through FSM software enables quicker and more accurate remote diagnostics, achieving a 92% first-time restoration rate and reducing reliance on traditional troubleshooting methods.
- **Optimized Service Delivery:** By transitioning to off-site providers and managing over 70% of service demands remotely, organizations minimize customer inquiries about account status and improve service efficiency.
- **Increased Customer Satisfaction:** Real-time updates and communication reduce service disruption frustrations, leading to up to 83% faster resolution times and 75% shorter website interaction periods, significantly boosting customer satisfaction ratings.

Businesses may foster deeper connection and ultimately lower attrition and a more devoted customer base by decreasing customer calls and increasing satisfaction.

## Decreasing Churn Through Enhanced Customer Engagement

Customer churn is one of the major issues that utility companies face, and getting a real-time picture of the customers is the key to addressing this issue. The improved accuracy and timeliness of the information being given to customers can effectively increase the loyalty levels of the utilities' customers and reduce the attrition levels exhibited by them.

An example of this is a gas utility provider firm that incorporated a real-time service management system into its customer relations plan. It allowed its use for sending out specific messages, be they alerts or updates, depending on the customer, his needs, and previous services availed.

Utility providers can foster longer-lasting customer loyalty and deeper relationships by swiftly answering customer issues and providing pertinent information.

Businesses can better understand the practical advantages of real-time visibility by improving customer interaction to lower churn, as demonstrated by striking case studies.

## Case Studies Demonstrating Real-Time Visibility Benefits

### 1. Pacific Gas and Electric (PG&E)

New substation software has been created by the Georgia Institute of Technology and Pacific Gas and Electric Co. (PG&E). This program, which has been tested in both real-world and simulated environments, improves situational awareness in real-time and enables utilities to handle data from intelligent electronic devices (IEDs) more skillfully.

It improves asset management, resource planning, and operational reliability by evaluating synchronized data from PMUs and other IEDs. These developments support the automation of substations, which will ultimately increase utility operations' accuracy and efficiency.

### 2. E.ON Energy

With E.ON Home, managing your energy needs is simple and efficient. You can monitor your solar panels and battery storage, schedule EV charging, and adjust your heating all in one place. E.ON Home provides insight into how and when your energy is used, whether it's generated by solar panels or used for heating your home.

By integrating your smart thermostat and EV charge point, you can control your home energy solutions effortlessly. Optimize your energy usage based on your preferences, identify trends, and reduce your energy bills.

The updated E.ON Home app empowers EV drivers with E.ON solar panels and chargers to use their renewable electricity to power their cars. Solar smart charging prioritizes self-generated power, ensuring your EV runs on eco-friendly energy. Additionally, you can customize solar charging times or smart-schedule grid charging for maximum cost savings.

## Increasing Productivity and Boosting Customer Satisfaction

Real-time visibility solutions benefit the energy company in two ways: they increase operational effectiveness and customer satisfaction. By fusing customer-facing apps with subject service management software, utilities can also increase standard service transport, reduce manual labor, and speed up processes. These characteristics help the agency become more agile and responsive, which enables it to accurately and quickly satisfy the needs of its clients.

Furthermore, maintaining open lines of contact and offering real-time updates encourages client loyalty. Customers are more inclined to stick with their utility provider and are less likely to switch to competitors when they feel informed and involved. Long-term advantages for utilities result from the enhanced customer experience, such as higher retention rates and a more reputable brand.

Next, let's examine how changing utility experiences will influence the customer journey in the future. Improving efficiency and customer happiness lays the groundwork for forthcoming innovations.

## Conclusion Utility Customer Experience in the Future

Incorporating real-time visibility technologies such as those provided by Mongrov into the utility industry is a major step forward for customer experience management. Utility firms may provide improved operational efficiency, transparency, and communication by leveraging mobile applications, customer portals, and field service management software.

The PG&E and E.ON Energy case studies highlight the observable advantages of these technologies, such as a decline in customer complaints, an increase in satisfaction ratings, and a reduction in attrition rates. Adopting real-time visibility solutions will be crucial to satisfying consumer expectations and ensuring long-term success as the utility business continues to change.