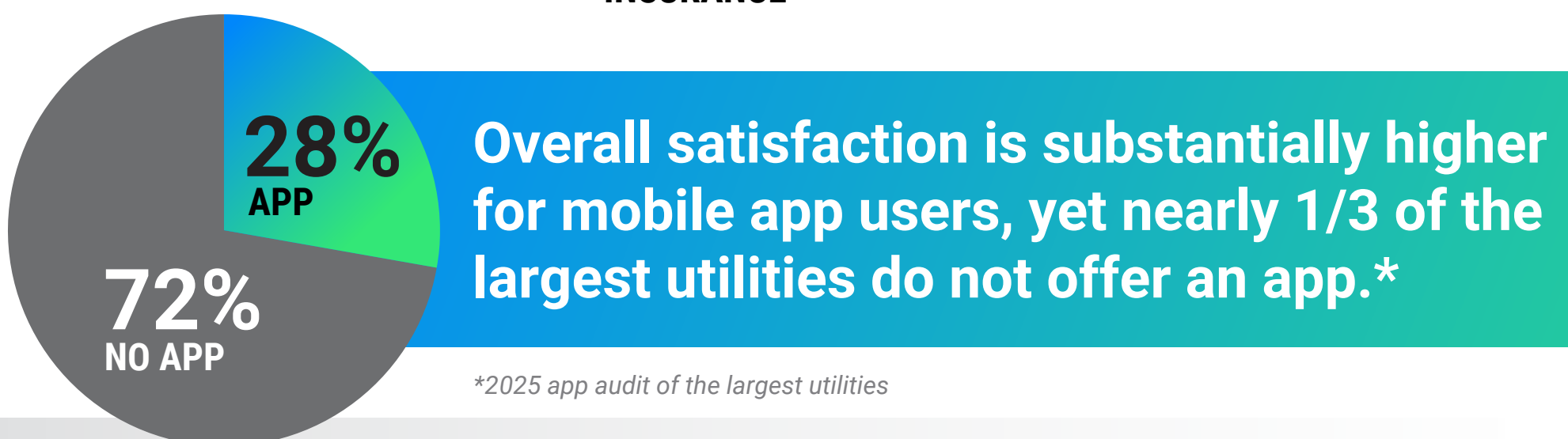
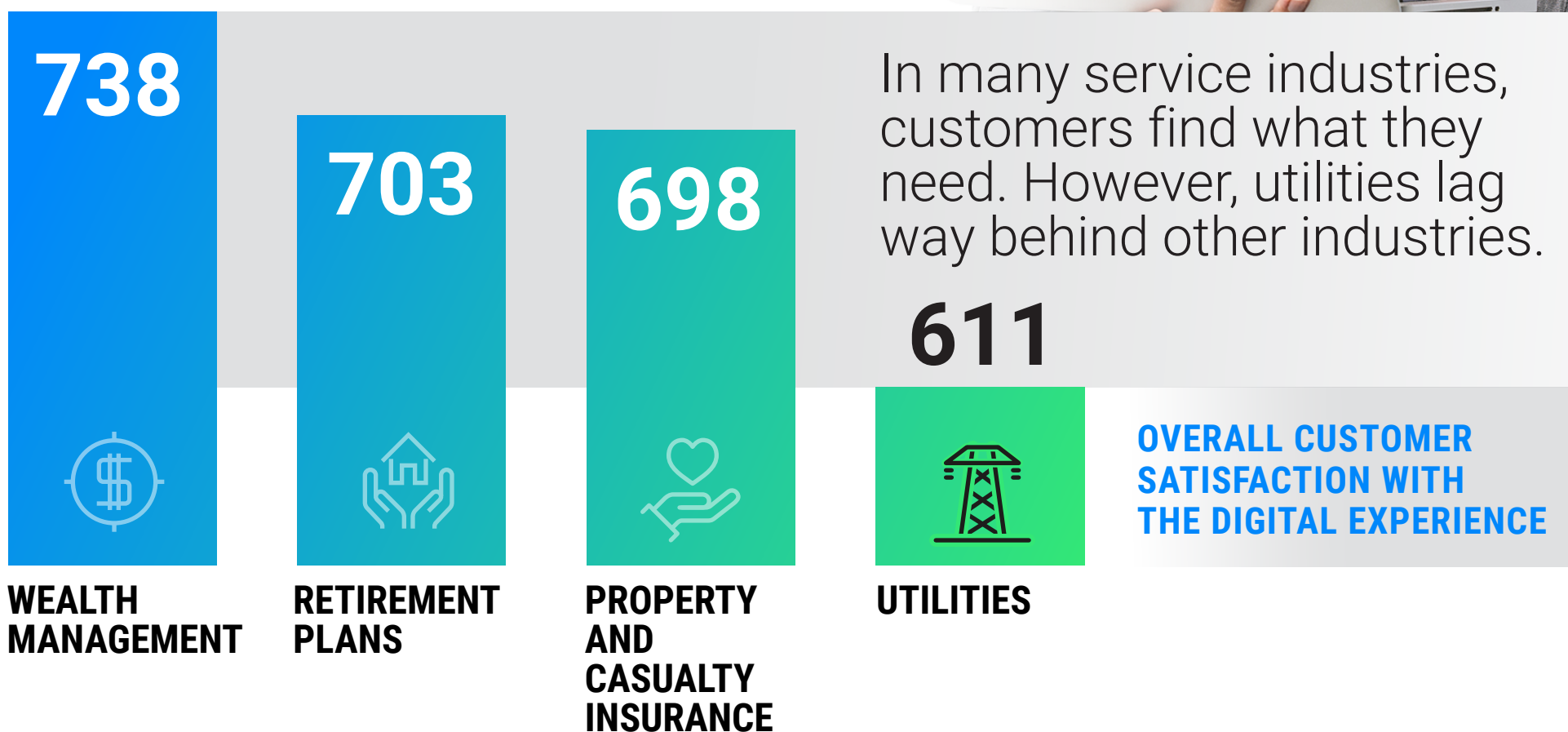


J.D. POWER

UTILITIES INTELLIGENCE

Websites and mobile apps are the first places most customers turn when they want self-service, have questions or experience a problem with a product or service.



A strong digital experience begins with an established foundation of basic elements like a reliable log in experience and the site/app not looking dated, yet over 30% of utility digital experiences do not meet basic foundational components.

The current approach to digital being taken by utilities is falling far short of customer expectations.

What can utilities do to counter this trend?

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