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Lead communities toward  
a sustainable future with a  
total experience



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Utilities are under pressure to lead their communities toward a more sustainable future while also trying to improve customer satisfaction despite rising costs.



The world is in a race for energy, striving to meet growing demand and overcome supply challenges. Prices of electricity, natural gas, and water are at record highs on an annual average basis—or are fast approaching such figures. Utilities around the world are under pressure to lead their communities toward a more sustainable future while also trying to improve customer satisfaction despite rising costs.

Initiatives such as smart grids, smart water utilities, and other smart utility strategies, continue to make a measurable impact on operations and the reliability of services. Unfortunately, with one in six US households behind on energy bills,<sup>1</sup> and electricity bills expected to rise 27 percent by 2025 in other parts of the world,<sup>2</sup> costs for utility services are simply unsustainable for many.

J.D. Power, a leader in customer insights and perhaps best known for customer satisfaction surveys, points out that, “unless utilities bring their customers along, utilities will struggle to achieve their clean energy goals they have put in place for the coming decades.”<sup>3</sup> The key word in this statement is “along,” which signals that the sustainability journey is built on a relationship between the utility, its employees, and customers.

What is excellent customer satisfaction in the Utilities sector today will be considered average at best one decade from now. Utilities must evolve and modernize processes to deliver smarter, digital, and total experiences for customers and employees.

While fluctuations in the economy are inevitable, utilities can capture opportunities to increase customer satisfaction. This





