

# CX Index™ for Utilities



C INDEX

## SUMMARY

When it comes to utilities, consumers want to pay the lowest available price whilst exerting as little effort as possible. In this document, we outline how, in a market driven by price, the importance and relevance of Customer Experience is steadily increasing. This change on foot of increased customer expectations and disruptions through innovations in new areas such as contact centre infrastructure, new billing formats, rewards and IOT technologies.

## BACKGROUND

### THE IMPORTANCE OF CUSTOMER EXPERIENCE FOR UTILITIES

In the utility industry, brand loyalty is particularly low. Research from [J.D. Power](#) revealed utilities to be the lowest ranking industry in terms of digital customer experiences. Other studies have shown that energy customers, for example, rely on price as the most significant determining factor for their subscription decision as they expect that customer service will be poor no matter the company that they choose.

Customers see utility brands as reluctant necessities with very little emotional engagement, with affection preference and even

basic like lacking. A poll for [OFGEM](#) showed that despite investment in complaint handling systems and processes, fewer than one in four customers were satisfied with the way complaints were handled. Issues included:

- Suppliers failing to return calls
- The attitude of staff
- The number of times they had to make calls or complaint
- Companies claiming a problem had been resolved when it had not.

This research highlights how important it can be for utility companies to break the mould and actually provide customers with top-notch customer service so that they don't take their business elsewhere.

### BAD CUSTOMER EXPERIENCE CAN COST UTILITY COMPANIES A LOT

Particularly in the internet age, when word-of-mouth is more far-reaching than ever before, one customer's bad experience with an employee can be shared and viewed by thousands. Furthermore, poor customer service doesn't only prevent you from gaining new customers, it makes it more likely that you will lose your existing customers. (Please see CX Index's Social Advocate tool to learn more how a Utility firm can quickly turn this into an advantage).





## UNDERSTANDING YOUR CUSTOMER JOURNEY

Utility companies generally don't have much of an outward facing image. There is usually no storefront or office that customers come into, and the vast majority of the contact had is over the phone or via email or chat through contact centre interactions. Yet these interactions are varied. Customers can call for any variety of reasons, but it is important that the service they receive is consistent and faultless across the board.

For any customer experience, the shorter the interaction the better, it helps for call centre agents to be knowledgeable and informative, even when delivering bad news. It is also critical that there is a robust contact centre infrastructure in place to ensure that customers are readily directed to the correct department regarding the appropriate issue. Once the right contact centre infrastructure is in place, the next key step is to ensure that technology is also integrated with the appropriate CRM, customer engagement and Voice of the Customer Technologies.

## ABOUT CX INDEX™

The CX Index™ Voice of the Customer tool is a customer experience management platform that

works exceptionally well when there is a multitude of business units and stakeholders to bring on board. It is particularly powerful for communicating both the positives and negatives in customer experience across customer touchpoints.

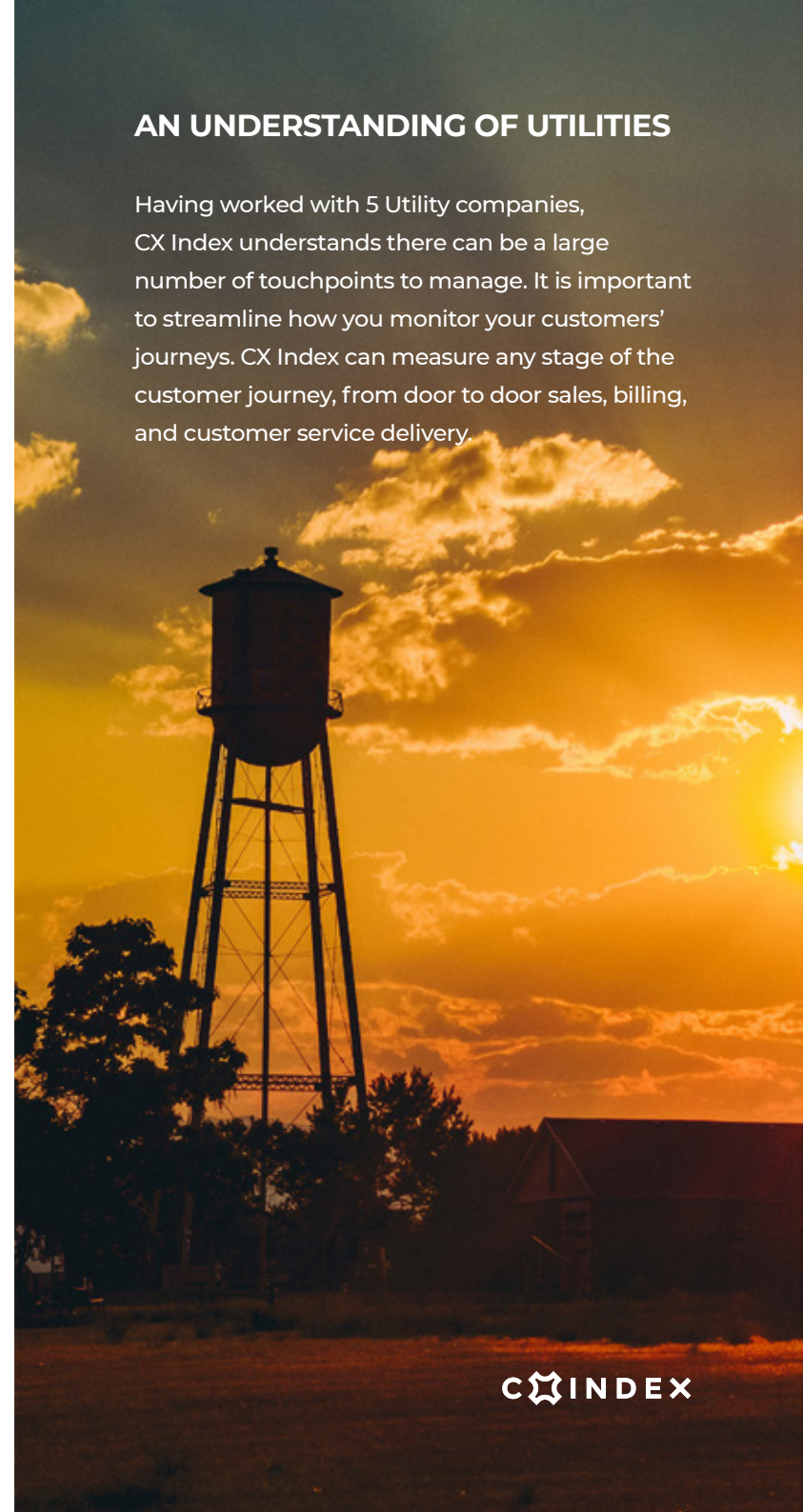
The platform architecture of CX Index™ is designed to make the complex task of getting insights across the various tiers and complex structures of large-scale organisations. This, in turn, frees up time so you can focus on insights that uncover opportunities for improved performance.

CX Index™ will seamlessly integrate with your contact centre infrastructure (i.e., Genesys), enabling you to understand your customers more than ever and take action accordingly to improve performance at every step of the customer journey.

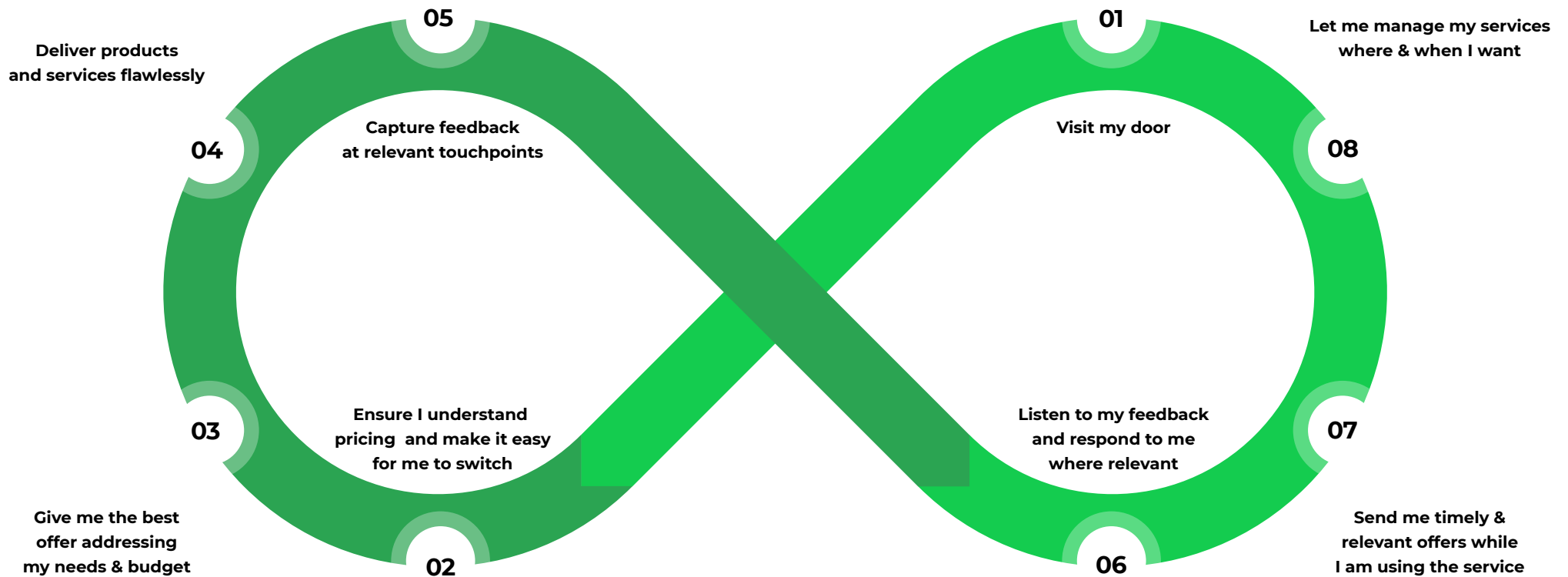
The platform works with a disparate range of channels including email, SMS, IVR and chat. With each channel in mind, CX Index™ has spent a considerable amount of time developing tools to remove unnecessary complexity from the integration and automation process. As such, we are very well positioned to deliver automation with minimal friction.

## AN UNDERSTANDING OF UTILITIES

Having worked with 5 Utility companies, CX Index understands there can be a large number of touchpoints to manage. It is important to streamline how you monitor your customers' journeys. CX Index can measure any stage of the customer journey, from door to door sales, billing, and customer service delivery.



## AN IDEAL CUSTOMER JOURNEY MIGHT LOOK SOMETHING LIKE THIS...



In the journey depicted above the customer is granted the autonomy to handle interactions themselves, the information they received was tailored to their needs, and the process was efficient.

### REPUTATION MANAGEMENT

We mentioned above that “Bad Customer Experience Can Cost Utility Companies A Lot.” As we have set out already, CX Index™ is primarily a customer experience management solution, but it is worth noting, that it has a second distinct

part that is designed to offer businesses valuable competitive advantage through the delivery of amplified positive brand advocacy. We have found that this delivers one of the **quick CX wins** our customers need to gain traction to tackle the larger fundamental CX problems across the whole organisation.

CX Index's Social Advocate™ tool is extremely effective at encouraging your satisfied customers to advocate your brand on important social media review sites such as Google Reviews and Trustpilot, which will help you to gain more customers whilst also improving SEO.

This is often an area in which utilities do not fair very well, so automating the process by which your happy customers review your brand can be hugely beneficial to your business.

(we have many real life examples of how Social Advocate™ has delivered quick wins for customers in a range of industries.

# WHAT DO YOU GET FROM CX INDEX?

## ENGAGING FEEDBACK FORM DESIGN

The first port of call when setting out on a VoC programme is to design a feedback form. CX Index™ designs aesthetically engaging feedback forms that are attractive to the eye, as well as being responsive on mobile.

## CHANNELS AND VOLUMES

CX index works in the channels where you communicate with your customers, for example:

## WEB: EMAIL / CHAT

CX Index has developed a robust, natively built and secure email solution for our clients who do not use 3rd party email providers. There is also

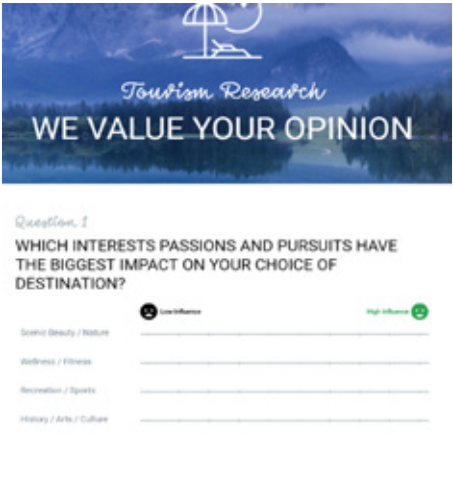
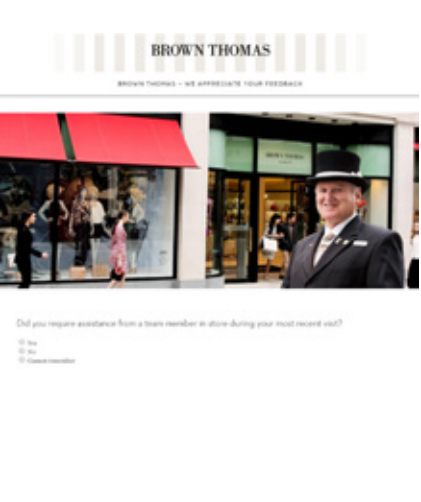
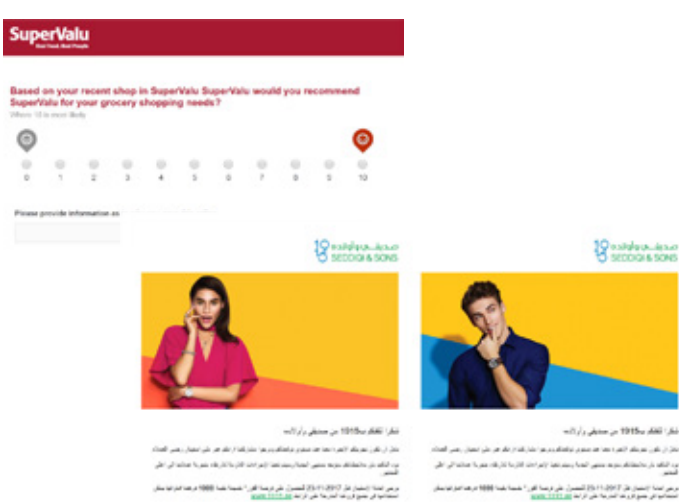
chat integration available that delivers real time insights around a raft of performance parameters.

## IVR

The CX Index™ platform can integrate with your contact centre infrastructure in delivering contact centre surveys. We are in the Genesys App Foundry, and are well-positioned work on integrations such as this with any contact centre solution.

## VOLUMES

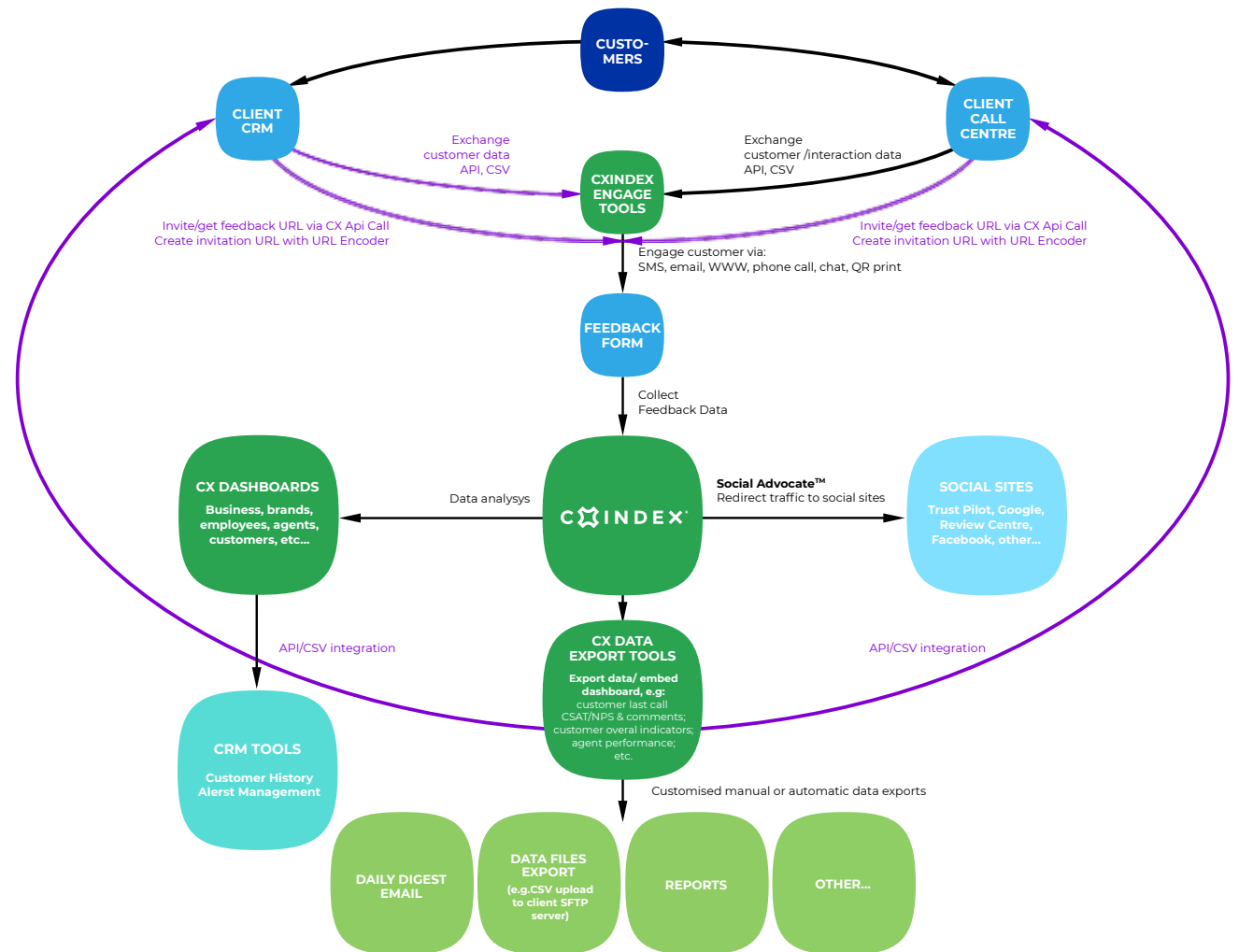
CX Index differs from the main incumbents when it comes to volumes, the larger VoC vendors penalise high response rates by charging more. We believe that our customers should achieve as many responses as possible, and with our model there is no conflict of interest in our customers achieving a high response rate.



## INTEGRATION AND AUTOMATION

CX Index has spent a considerable amount of time developing tools to remove unnecessary complexity from the integration and automation process, as such, we are very well positioned to deliver automation with minimal friction.

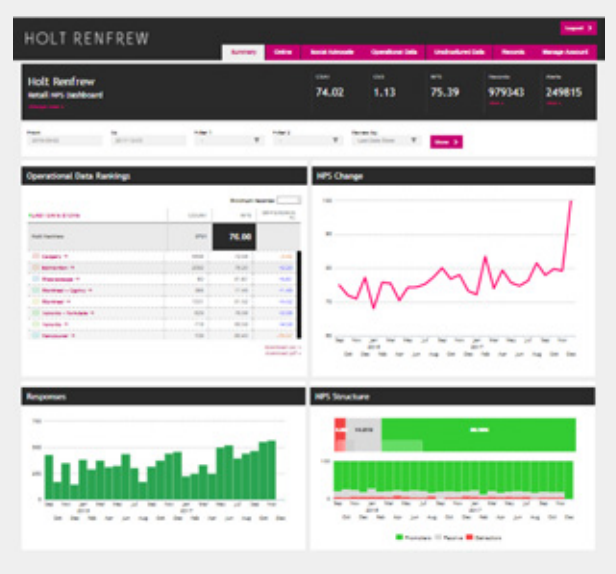
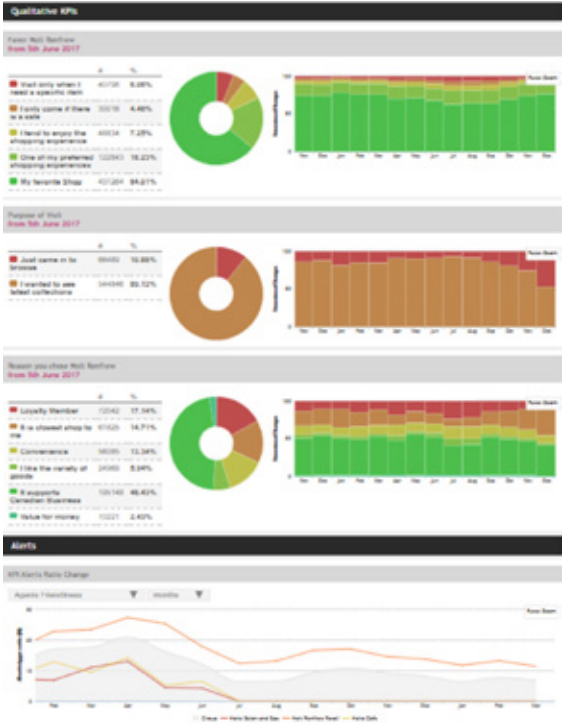
The following chart maps out how our ecosystem works and connects with 3rd party solutions:





DASHBOARDS

CX Index™ has been designed to make data available to multiple tiers of stakeholders in real-time. Our dashboards and analytics are designed to be uber-intuitive, allowing the end user to focus on what they need to do to improve CX performance, not what they need to do to use the system. At CX Index™, we pride ourselves on delivering the most engaging and user friendly dashboards on the market. Please see some sample dashboards below.



EMPLOYEE ENGAGEMENT

A major part of enhancing customer experience is to empower your employees. CX Index™ enables front-line employees to track their own customer satisfaction providing a clear picture of the aspects of their interactions that customers are satisfied or disappointed with. The CX Index™ platform has been carefully designed to enable team members to take ownership of improving their own customer service performance, providing the capability to better serve customers and deliver winning customer experiences.

“Empowering employees,” means fostering an environment of trust and helping your team to learn from successes and analyze failures. As Simon Mezger from **Accenture** notes, the strongest correlation for customer loyalty is almost always employee engagement, even in the utility industry where customers want minimal interaction. Employee engagement and experience can be the key to bettering your customer experience. Their happiness and empowerment determine the outcome of your customers’ experiences.

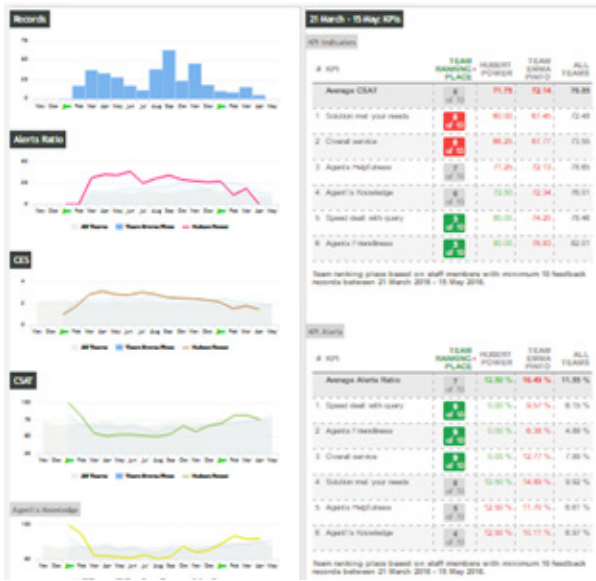
AGENT DASHBOARD

This feature is about empowering agents to take ownership of managing their own customer experience performance.



TEAM RANKINGS

As well as for contact center Agents, you can rank and compare performance of Teams and Business Units, and understand the drivers of performance.



DEEP CONTEXT

Dive deeper and deeper into data to understand the root cause of problems.



SUMMARY DASHBOARD

High-level summary dashboard shows the state of play, in real-time across business units and teams with an easy to digest overview of CX performance.





## TEXT ANALYTICS

CX Index's text analytics is based on sophisticated Natural Language Processing (NLP) based technology that is fully integrated with your quantitative data. CX Index text analytics includes industry-specific customizations to understand the language, terminology and idioms of your business.

CX Index can read every word verbatim and determine the key concepts and topics, resulting in actionable insights for improving customer loyalty, product quality, customer service, etc. CX Index can integrate all forms of customer feedback, including free form comments, into one, easy-to-understand reporting environment. With CX Index, you get mainstream text analytics technology already integrated with your survey and reporting tools, making analysis and insights easy and fast.

The power of CX Index text analytics will allow you to quickly and accurately identify actionable issues and then adapt in real time by taking immediate steps that will boost customer retention, differentiate your business and quickly grow revenue.

## STATISTICAL ANALYSIS AND CUSTOMER INSIGHT

The statistics team in CX Index is second to none. Once we have the data set available, there are few limits in terms of our data analysis capabilities. Deep statistical analysis will not only unearth the drivers or performance, the CX Index™ platform will communicate the outcomes with stakeholders across your brand network in easy to understand terms.

CX Index™ has a direct link with “R” the statistics programme, which can deliver output based on data as they arrive in, in real time.

Our statistics experts model the appropriate statistical modeling for a given scenario. No data sets or outcomes are the same, and sometimes a certain type of analysis may work better than another.

A simple example would be within the regression domain, so leaving all other options aside, when is it best to deploy regression, linear regression or multiple linear regression? This is when we bring in our crack team of experts to determine what is best for the data set in question. Because the work has already been done to connect “R” with CX Index™, it doesn't take long, but at least we can be sure that the appropriate analysis is being done to deliver optimal decision making.

## INFORMATION SECURITY

Information security is a key feature and source of competitive advantage at CX Index™. Our business is certified for information security under the ISO27001, and we have employed a team of experts to monitor the market and to ensure we keep up to date with the latest standards surrounding information security.

