

Case Study: Energy & Utilities

Mobile Application Reinvents Utility Service Experience

We partnered with a major utility company, building a mobile application that puts more power in the hands of its customers.

One of the country's largest utilities is also a top performer, with near-perfect service reliability scores and a reputation as one of the world's most admired companies. Still, management knew it could do more to improve the customer experience and stay one step ahead of the competition.

The company looked closely at how it was interacting with its customers and recognized that there was very little digital engagement. Website utilization was low, and the company had no mobile application. Having worked with us successfully on numerous technology and business consulting engagements over the last 10 years, the company asked us to develop a mobile application.

At a glance

A leading utility company needed a mobile app for its customers. We were chosen as a strategic partner for mobility and digital transformation initiatives.

Outcomes

The value of this engagement is being measured by the number of customers downloading and using the mobile channel regularly, customer feedback and satisfaction, and the reduction in contact center call volume

- To date, adoption and satisfaction metrics are trending ahead of expectation
- More than 200,000 app downloads
- Daily new users increased by 82%
- Customer satisfaction scores increased by 90%
- App is rated 5 on Apple Store and 4.6 on Google Play

Historically, consumers have had minimal contact with their utility company. For the most part, they simply pay their monthly bill. The goal of this project was to build a closer, more interactive relationship between the consumer and the company. The first step included building and launching an easy-to-use app with all the basic functionality customers would need to access their accounts, pay their bills and make service requests. Longer-term, the plan was to develop functions and features that offer a personalized experience for the customer while providing account services that are typically handled through the company's support center.

We delivered phase one of the mobile app on time and on budget. Early usage metrics are strong, with customers downloading the app and logging in at high rates. We are now partnering with the company on phase two – building advanced features while helping to define its mobility vision for the future.

Delivering Customer Satisfaction

Today's utility customers want what most consumers want – an effortless and personalized experience that makes a difference in their daily lives. In particular, they want energy-specific data, account information and real-time updates on issues affecting power in their homes. Without an instant communication channel, consumers feel disconnected from these vital resources.

A Digital Roadmap

In developing the mobile app, our first goal was to offer a modern, intuitive digital experience through an Android and iOS app which enables quick access to critical information.

We started by developing a two-year roadmap for digital adoption, with the project divided into two phases. Phase one focused on core business functionalities including an account summary with detailed balance information, an online payment function, outage reporting and the capability to “push” notifications to customers.

We also developed a function allowing customers to sign up for paperless billing, ensuring immediate cost savings for the client. Additionally, we designed analytics to begin tracking and analyzing customer engagement. We completed this project within the agreed five-month timeline with no stability issues reported.

Phase two is now in development and will add to the core functionality of the app with advanced features such as voice and mobile watch integration as well as mobile wallet. This will be an important stepping-stone on the journey to a digital transformation that will be more efficient and cost-effective for the company. Furthermore, it will be a more satisfying experience for the customer.

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).

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