

# User Experience in the Utility Industry

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# Drivers of Demand for UX

- ▶ Broad demographic profile
- ▶ All types and levels of technology
- ▶ Michigan Public Service Commission (MPSC) uses customer satisfaction to guide actions



# Types of UX Projects in Utility Industry

- ▶ Web site usability testing
- ▶ App usability testing
- ▶ Customer satisfaction research
- ▶ IVR application testing



# UX Success Stories in Utilities



- ▶ IVR system usability tests increased both customer satisfaction and utilization
- ▶ Web usability study increased consumers adoption of online bill pay and paperless billing