

# Jersey Electricity increases customer engagement by 10x with Eliq



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With just over 50,000 domestic and commercial customers, Jersey Electricity is dedicated to becoming carbon neutral by 2030 and increasing customer engagement through their new app - powered by Eliq.

7.5x

increase in uptake of digital tools in months

10x

higher digital engagement than average utility

34%

customer penetration after 9 months

## The Challenge

In 2019, the government of Jersey announced that they will strive to become carbon neutral by 2030.<sup>1</sup> As a vertically integrated power utility, and the only one on the island, a big part of this responsibility naturally falls on Jersey Electricity to drive the transition to carbon neutrality.

Over the coming years, Jersey Electricity will need to deploy multiple new services and programmes to address the decarbonisation of homes and businesses on the island. However, in order to make that happen, they need to address two challenges that most utilities in both regulated and deregulated markets face: low customer engagement and an absence of a digital platform to interact with customers.

Across the energy industry, utility customers only spend on average 9.2 minutes per year interacting with their utility provider<sup>2</sup>. This causes a number of consequential problems for the business including:

### About Jersey Electricity

- Vertically integrated utility, covering 100% of the Island of Jersey, a self-governing British Crown dependency
- Supplies electricity to 51,000 supply points
- Offers the Eliq white label app and web to its 25,000 domestic credit customers.
- 100% smart metered since 2020 at half-hourly intervals
- Listed on the London Stock Exchange

 Jersey Electricity



**Challenge 1: Low adoption of digital tools:** The lack of adoption of digital self-service tools, paper bills and excessive use of phone customer service meant that the cost-to-serve was unnecessarily high. In 2019, only 8% of customers had signed up for a digital account using the previously available web portal.



**Challenge 2: Trust and customer satisfaction:** Did you know that 52% of customers are less likely to engage with a company because of bad mobile experience<sup>3</sup>? Customer trust, and satisfaction, are closely linked to engagement and while this directly impacts loyalty for competitive suppliers, customer satisfaction is a core metric that regulated utilities are monitored by, and for Jersey Electricity, a key principle across the business.



**Challenge 3: Customer participation in forthcoming programmes:** Programme participation is naturally significantly lower for customers who don't engage with their utility. Jersey Electricity is planning to deploy multiple new initiatives over the coming years to increase customer participation and drive the business to a carbon neutral future.

# The Solution: Jersey Electricity partners with Eliq

In pursuit of the common goal of carbon-neutrality, Jersey Electricity partnered with Eliq to launch a customer-facing app for mobile and web, called MyJE, replacing the company's existing web self-service portal. The app platform is dedicated to providing customers with a wide range of features, not just to access their bills and energy account, but also to help them manage their electricity usage, cut costs and save energy.



All of this combined will drive Jersey Electricity towards meeting their goal of net carbon zero whilst allowing them to improve customer engagement, adoption of digital self-service tools and provide personalised, actionable insights to customers.

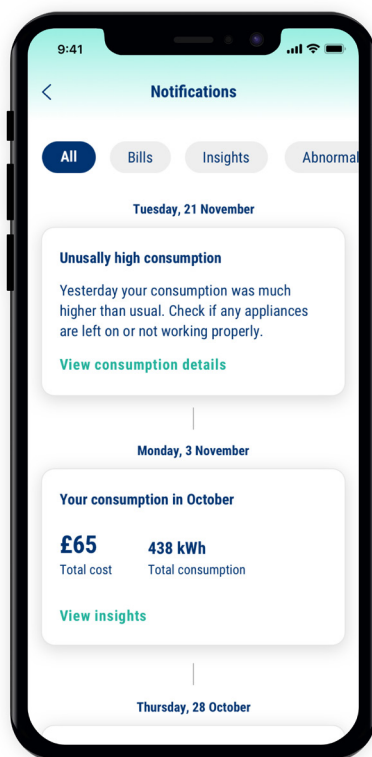
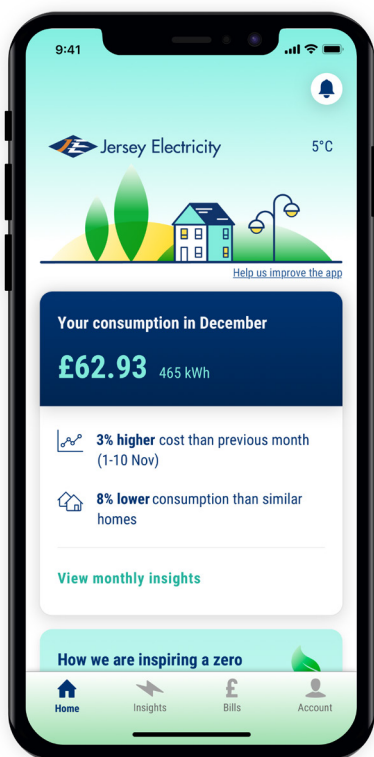
*In this way, we hope to help customers to better understand their usage and enable them to use electricity more efficiently and cut costs.*

**- Werner Borman, Director of Technology, Jersey Electricity**

## The MyJE App

Built as part of a multi-year roadmap of customer engagement improvements, the MyJE app plays an integral role in Jersey Electricity's new customer-facing services strategy.

With an extensive array of new features, the app, available for iOS, Android and web, enables customers to better understand and manage their consumption.



### My JE - popular features

- Forecasting of energy usage
- Setting up budgets or setting a weekly or monthly consumption target to control costs
- A comparison with similar homes
- Anomaly notifications, warning customers of consumption spikes or high forecasted usage
- Energy Usage Categories, a breakdown of what consumes the most energy in the home

The app provides customers with deeply personalised insights by analysing a combination of smart meter readings, weather, and temperature data. These insights help users to overcome common issues such as bill shock and sudden consumption changes and allows them to understand which appliances in their house use the most energy – all with the tap of a button.

Designed to be customisable for each user's needs, the app is structured in a way that makes it easy for users to navigate and check information when it is needed. The app further enhances 'ease of use' through push notifications, allowing users to take action at the times that matter the most.





# The Result

By partnering with Eliq, Jersey Electricity was able to roll out a customer-centric app designed to enhance customer engagement and satisfaction as well as strive to make the island carbon neutral by 2030.

## Challenge 1: Adoption of digital tools increased by 7.5x



The app was launched with the support of a highly effective marketing campaign via direct email to customers, supported by interaction with local media such as BBC and Jersey Morning Post. Over the first 8 weeks, an impressive uptake of 25% of customers was achieved.

Over the course of the first 9 months since launch, uptake of digital tools among customers who were offered the app increased by an outstanding 7.5x from 4% to 34%, with many customers using the app on multiple mobile devices in the household.

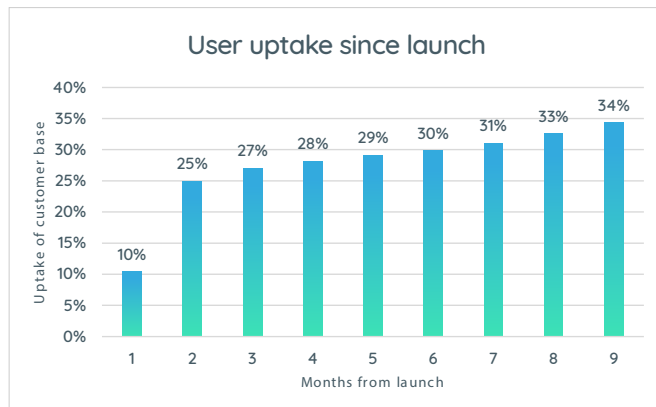


Chart showing the uptake among the 25,000 customers offered the app, during the first 9 months.

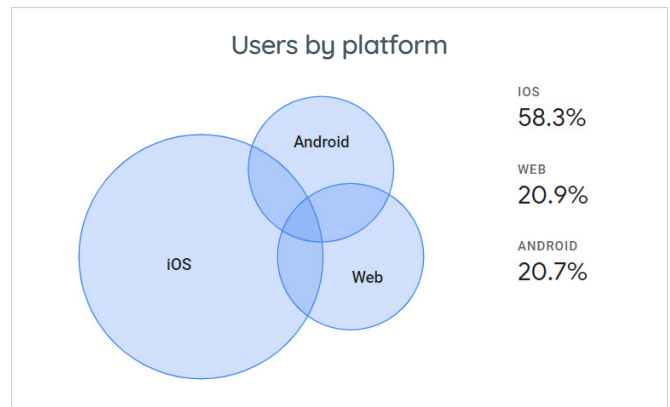


Chart showing the breakdown of app users between iOS (58%), Android (21%) and web (21%).

A part of the success in reaching mass-adoption among customers has been the multi-platform strategy, allowing users to access the app from both native iOS and Android, as well as the web. Most customers stick with just one of the three, whereas some are accessing it from two or even three different devices, perhaps to allow other members of the household to access the app.

## Challenge 2: Users now engage 10x more than with an average utility



The MyJE mobile and web applications are part of a strategy to increase and enhance the brand perception of Jersey Electricity. Helping customers understand and improve their energy consumption helps to build trust in the brand.

Compared to the average engagement with a utility provider which equates to roughly 10 minutes per year<sup>4</sup>, the level of engagement shown through the MyJE app is approximately 12 times higher.



Image showing part of a Facebook thread of a conversation between customers, at a local news outlet's Facebook page

*The launch of the app did have an impact on how our customers perceived us as a utility and energy provider. We believe that it has significantly contributed to not only our engagement with our customers but it has also enabled them to become more empowered when understanding their energy consumption.*

**- Werner Bornman | Director of Technology, Jersey Electricity**



Our energy-saving app MyJE has now been downloaded almost 11,000 times, helping islanders to understand their consumption and take measures to reduce it and their bills. So hopefully, we can improve our Satisfaction Index rating even further next year.

- Brian O’Gorman | Head of Customer Care, Jersey Electricity

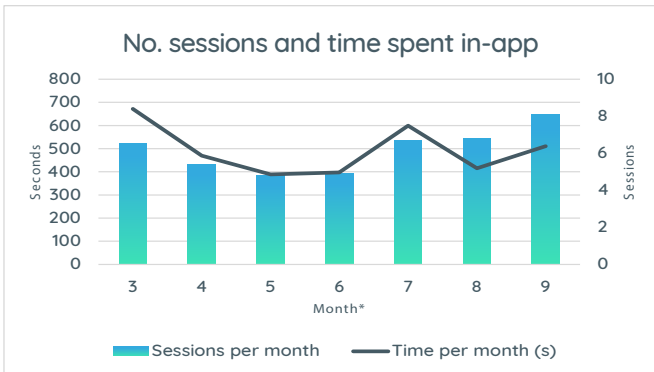


Chart showing the monthly usage of the app in seconds and by number of sessions. \*Data missing for the first two months

On average, each customer that downloads and uses the app does so 6.2 times and 8:13 minutes per month since the launch, with lowest engagement in July, rising in the autumn months as electricity consumption starts to increase.

According to the Institute of Customer Service’s latest UK Customer Satisfaction Index (UKCSI), electricity customers in Jersey are more satisfied with the service they receive than in the UK, placing Jersey Electricity in the top quartile of UK utilities for customer satisfaction<sup>5</sup>.

### Testimonials from end-users

The impact the app has had on customer satisfaction can also be seen in the customer feedback Jersey Electricity has received, sharing how they have been able to make significant savings on their bill and CO<sub>2</sub> footprint, thanks to the advice received via their MyJE app.

*The app helped one customer to save £8.00 per day by quickly highlighting a fault on their heating system which would have otherwise gone undetected until they received their bill, which by then, would have been significantly inflated.*

- Brian O’Gorman | Head of Customer Care



### Challenge 3: A platform and communication channel for new programmes and services



Overall, the MyJE App has delivered outstanding results for Jersey Electricity. Through the use of the app, a significant and growing portion of customers have proven to become highly engaged with their utility and are able to reduce their carbon footprint via an eclectic range of features and services.

Through the app, Jersey Electricity has now established a digital communication channel that customers use frequently, which can be used to launch new services and programmes to support the company’s decarbonisation objectives going forward.

#### References

- <sup>1</sup> <https://www.gov.je/News/2019/pages/CarbonNeutralStrategy.aspx>
- <sup>2</sup> [https://www.accenture.com/\\_acnmedia/pdf-65/accenture-customer-centricity-must-have-waste-energy-pov.pdf](https://www.accenture.com/_acnmedia/pdf-65/accenture-customer-centricity-must-have-waste-energy-pov.pdf)
- <sup>3</sup> <https://outgrow.co/blog/customer-engagement-statistics>
- <sup>4</sup> [https://www.accenture.com/\\_acnmedia/pdf-65/accenture-customer-centricity-must-have-waste-energy-pov.pdf](https://www.accenture.com/_acnmedia/pdf-65/accenture-customer-centricity-must-have-waste-energy-pov.pdf)
- <sup>5</sup> <https://www.jec.co.uk/the-energy-blog/jersey-electricity-rated-in-top-quartile-of-uk-utilities-for-customer-satisfaction/>

#### Would you like to learn more?

Learn what Eliq’s API and white label solutions can do for your energy customer experience. Get a demo or get in touch at [hello@eliq.io](mailto:hello@eliq.io)

Get a demo

