



Omnichannel Survey

The E Source Omnichannel Survey assesses the omnichannel efforts of the utility industry across eight customer-facing channels:

- Website (desktop, laptop, and mobile)
- Mobile app
- Email
- Text messaging
- Online chat
- Phone—IVR
- Phone—live agent
- Social media

From a residential customer perspective, we look at:

- What residential customers expected when they interacted with a company across channels, and how those expectations differed from what the utility industry was offering
- Which key customer interactions were most important for utilities to offer in a seamless way

From a utility perspective, we explore:

- The performance and importance of each customer-facing channel and which interactions should be more integrated for utility customers
- Which channel metrics utilities should focus on to improve the customer experience within the utility industry

To learn more about our Omnichannel Survey and when we'll be fielding it again, [contact us](#).

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