



Huntsville Utilities Knows How to Win Back Customers

By Lisa Schulte

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When Huntsville Utilities' customers began driving to its office because it was quicker than calling customer service, the utility knew it needed to make some changes.

At [E Source Forum 2017](#), customer service manager Kim Torres explained the tactics Huntsville Utilities used to rebuild its relationship with customers and prioritize customer experience (CX) moving forward. Her advice for other utilities?

- Take every department along in the CX journey
- Remember that small changes can have a big impact
- Be prepared that the innovations and technologies that customers think are exciting today will be expected tomorrow

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