

Reimagining the Utility Customer Journey

Driving Digital, Personalized, and Sustainable Experiences for a Changing Energy World



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Digitizing and Automating the Basics

Our energy supplier makes it easy for us to...

n = 1,590 (energy consumers in Europe and the United States),
Source: IDC's Worldwide Energy Consumer Survey 2024



48%
Transfer our supply due to moving home



44%
Switch tariffs



43%
End contract/switch supplier

Creating Stickiness with Energy Advice

Leaving energy costs aside, which services/programs would strongly motivate you to stay with your current supplier?

n = 925 (industrial organizations in Europe and North America),
Source: IDC's Worldwide Energy Transition Survey 2024



39%
High-bill/excessive consumption alerts



36%
Personalized messages to help us save



25%
ROI when buying a more efficient appliance

Moving Beyond the “Dumb” Commodity Pipe

In which of the following improvements is your organization investing to support its energy transition strategy?

n = 144 (energy suppliers and water utilities in Europe and North America), Source: IDC's Worldwide Utilities Survey 2024



80%
Self-generating electricity using renewables and DER



72%
Improving building and facilities energy efficiency



50%
Electrifying operational vehicle fleets

Over the past two decades, the utility customer journey has been shaped by two major forces: the energy transition and rising customer expectations shaped by digital experiences in other sectors. Today, energy and water suppliers must deliver more than just a safe, reliable, and affordable supply. Residential and industrial customers and “prosumers” now expect seamless, proactive, and highly personalized digital experiences. The traditional utility customer experience, based on commodity price, static billing, and reactive service, is no longer adequate.

Reassessing the Customer Journey

Utilities in advanced markets are beginning to reassess their customer operations—including product offerings, technological stacks, and operating models—to curb cost-to-serve, boost customer satisfaction, and quicken service innovation. Yet their efforts have been hindered by a lack of strategic direction, organizational silos, and digitizing legacy processes instead of redesigning them around digital-first customer journeys. Technical challenges—including aging IT systems, siloed data, and limited digital skills—further slow progress.

Digitally transforming the customer journey requires applying key technology, organizational, and process building blocks—from real-time data analytics and generative AI to intelligent process automation and agile innovation models—to unlock transformation in three areas.

Digitizing and Automating the Basics

Utilities need to deploy intelligent self-service, virtual agents, and context-aware service to proactively address customer needs across their preferred channels. IDC research shows that less than 50% of energy consumers in Europe and the U.S. find it easy to perform basic tasks such as switching suppliers and managing contracts. Only 50% say their supplier delivers a consistent experience across channels, 46% find self-service reliable, and just 37% can seamlessly move between channels.

Creating Stickiness with Energy Advice

Utilities need to utilize personalized insights, real-time alerts, and targeted recommendations to help customers consume more cost-effectively and sustainably. Services enhancements such as high-bill alerts and personalized savings tips are the top 2 drivers for customer retention, yet fewer than half of consumers receive high-bill warnings (43%) or cost-saving advice (50%).

Moving Beyond the “Dumb” Commodity Pipe

This means offering new energy products, services, and business models—from smart devices and distributed generation to virtual power plants and energy-as-a-service models. Utilities have diversified their offerings but lack a systematic approach to connecting these services to markets. Demand is strong, especially in the B2B sector: 50% to 80% of industrial companies in Europe and North America are investing in efficiency, decarbonization, and electrification, but over 25% struggle with measuring progress and outcomes. Utilities can fill this gap through either traditional service models or more evolved energy-as-a-service solutions.

Closing the Gap Between Expectation and Delivery

To win in this era of the utility customer journey, energy and water suppliers must:

- Deploy AI and automation to slash cost to serve while delivering smarter, faster, and proactive customer experiences.
- Respond faster to shifting customer needs, competitive pressures, and technology innovation.
- Leverage industry partners to close skills gaps, modernize IT platforms, and drive change management beyond technology alone.
- Expand the energy tech ecosystem to help customers—especially in B2B—achieve efficiency, decarbonization, and electrification goals.

Message from the Sponsor



CGI helps utilities around the world accelerate customer-centric transformation by applying AI, automation, and data to modernize operations and deliver seamless, personalized experiences.

Learn how we partner with utilities to deliver measurable outcomes.