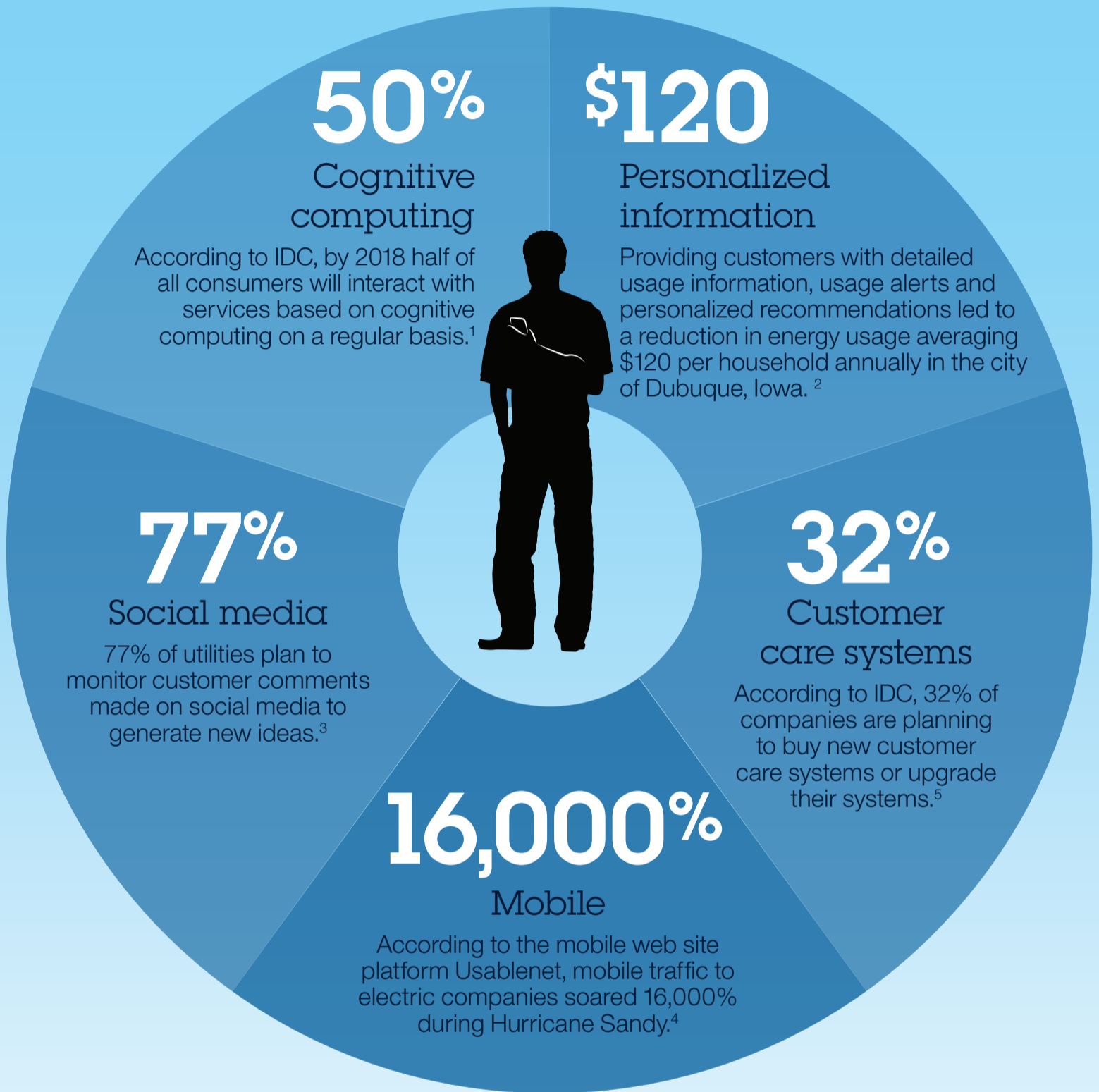


# Why utilities must engage customers as individuals

As customers' expectations and options continue to grow, utilities must create a personal connection with each individual they serve to enable satisfaction, loyalty and even collaboration.



## Engage with customers

Customers today are mobile and social. To build loyalty and maintain a competitive advantage, utilities must engage with customers using the channels they prefer.

To learn more about why utilities must engage customers as individuals, read the IBM white paper, **"The digital customer."**

<sup>1</sup> IDC Reveals Worldwide Big Data and Analytics Predictions for 2015, IDC, December 2014.

<sup>2</sup> City of Dubuque

<sup>3</sup> The Business of Social Business, IBM Institute for Business Value, 2012.

<sup>4</sup> Mashable, Samantha Murphy Kelly, 2012.

<sup>5</sup> IDC Energy Insights, IDC, 2015.