

Huge task of installing
53 MILLION
smart meters by 2020

There are
299 MILLION
IoT units installed in the
utilities market

45%

The percentage of electricity industry profits at stake from digital transformation over the **next decade**.

26%

Digital Masters are 26% more profitable than their competitors.

Nearly **624 Million Customers** are expected to engage with utilities via social by the end of 2017.

Utilities will be one of the **fastest developing sectors** in the next 20 years

Water

April 2017

1.2 MILLION

UK businesses will have the right to switch provider.

in 2020

TENS OF MILLIONS

domestic customers could follow suit.



48%

Low satisfaction level of 48 per cent when using utilities' digital services compared to those offered by the retail and finance industries which both reported higher satisfaction levels.



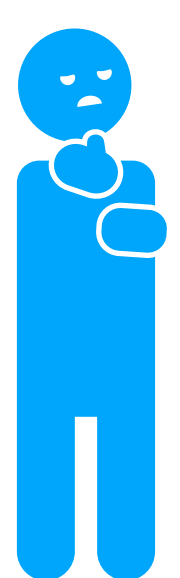
50%

of customers prefer **mobile customer service apps** to resolve issues.



73%

of utility customers state they **choose digital** when given the option.



36%

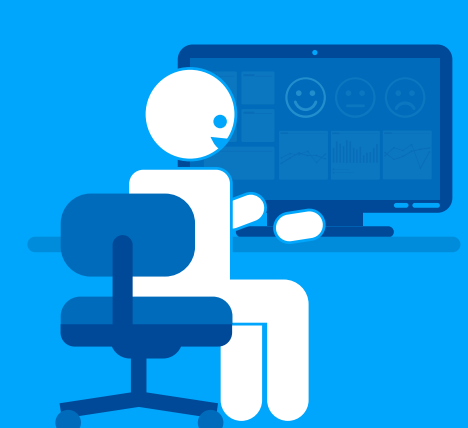
of consumers said that **security concerns** were a barrier to the use of digital services.



>11%

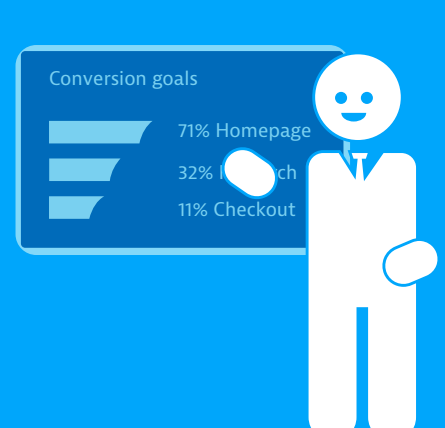
of households use a **challenger utility** rather than the Big 6.

Begin future proofing your digital strategies with Digital Performance Management from Dynatrace:



Improve Online Service Readiness

Avoid driving customers to the costly call centre. Get online service right, before the first user clicks. Monitor third parties and key SLAs.



Customer Experience Management

Unlike traditional analytics, know why customers leave—not just where, and assess business impact.



Customer Behaviour

Track all actions across all channels (web, mobile web and mobile apps).

<http://www.gartner.com/smarterwithgartner/the-internet-of-things-is-a-revolution-waiting-to-happen/>

http://utilityweek.co.uk/news/water-companies-need-to-be-able-to-compete-in-the-digital-age/1211162#.WDVZ_y2LTD

<https://www.accenture.com/gb-en/insight-digital-transformation-wef-dti-electricity>

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<http://utilityweek.co.uk/news/market-view-time-to-digitally-transform/1261452#.WDVZ5C2LTD>

<http://www.webhelp.com/en-gb/news-insights/blog/challenger-utilities-growing-faster-thanks-to-customer-service/>