



8 Digital Pitfalls that cost utilities their customers 🏠 And how to fix them 🔧

Based on real-world patterns from leading
utilities and millions of end-user interactions.
No fluff. Just fixes. Promise!



Mandatory introduction!

Most energy providers aren't losing customers because of price. They're losing them because of avoidable digital friction.

Our research, drawn from 10,000+ public reviews, our beloved customer base, complaint trends, real-world product data, and billions of end-user data points, shows the same issues appearing again and again and again and again, across mobile apps, billing journeys, and customer support. We also included how some of our customers, of course, have solved exactly these problems.

This report outlines **8 common digital pitfalls** and the specific fixes that have helped providers reduce complaints, increase retention, and turn their apps into actual loyalty drivers. Let's go!





The pitfalls and the fixes



¿QUÉ?

1. Your app opens in the wrong language

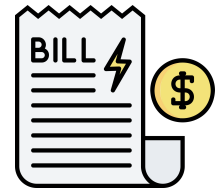
The issue: Language mismatches are still common. Users get the app in a language they didn't choose, and they churn fast.

Fix it:

- Let users choose a language at first launch
- Don't rely only on OS locale
- Make app names/search terms multilingual
- Localise App Store listings and release notes

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We saw our app ratings rise almost immediately after implementing language selection at the onboarding stage.



2. Bills feel wrong, even when they're right

The issue: Customers receive bills that are unexpectedly high or confusing.

Fix it:

- Flag usage anomalies (e.g. +30% vs avg) and alert users in advance
- Let users preview their bill before it's finalised
- Break down usage vs. fees with clear, tap-friendly visuals
- Distinguish estimated vs. actual reads in plain language

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We reduced billing complaints significantly after adding early warning alerts and forecasting of usage.

3. App reviews keep repeating the same problems

The issue: Login bugs. Missing features. Confusing UI. And it's all in the reviews.

Fix it:

- Cluster app reviews monthly to find top complaint themes
- Categorise by feature (billing, login, meter reads, etc.)
- Show progress publicly — release notes with changelogs are a great start. “Fixed in v8.4”



Companies that treat app reviews like product feedback see faster app rating recovery and higher retention.

4. The flow breaks before the task is done

The issue: Apps look great but fail at key steps, like submitting a meter read or switching plans.

Fix it:

- Add walkthroughs for tasks with high drop-off
- Use event tracking or screen heatmaps to identify friction
- Surface top tasks first — don't bury them
- Test on older phones and slower connections



Fixing just two steps in a key flow (like meter input) has improved task completion by over 50% in some cases.

5. You offer too much to the wrong people

The issue: Cross-sell offers are generic, irrelevant, or just weird.

Fix it:

- Personalise offers based on behaviour and plan type. Map your customers, it's worth it.
- Pre-check eligibility in the background, and avoid form fatigue. Don't suggest PV to everyone.
- Tell users why this offer fits their usage
- Spread offers out over time, based on triggers, not a calendar



One provider increased bundle conversion significantly after making offers contextual and dynamic.

6. No carbon insights = missed loyalty moments

The issue: Most users want to reduce footprint, but they can't see it!

Fix it:

- Display estimated monthly CO₂ emissions
- Compare usage to previous months or similar homes
- Add actionable suggestions tied to their habits
- Link to green upsell options (smart thermostats, clean energy)

**This month you saved
21 kg CO₂**

by using renewable energy.
That's equal to driving 165 km with a car.



7. “Digital” doesn’t feel any faster

The issue: New platforms are in place, but the customer can’t tell.

Fix it:

- Let users track the status of changes (billing, contracts, meter issues)
- Send proactive updates — not just final outcomes
- Allow seamless handoff between chatbot and human support
- Alert users to possible issues before they call

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Adding status tracking alone reduced inbound emails by double digits in one implementation.

8. Complaint data isn't reaching your product teams

The issue: The service team knows what's broken. The product team doesn't.

Fix it:

- Categorise complaints by root cause weekly
- Visualise complaint volume and velocity
- Share top issues in a monthly CX > Product sync
- Track complaint recurrence post-fix
- Talk to each other. Seriously.



Teams that link complaints to their sprint backlog resolve faster and reduce escalation rates.

Wrap-Up!

Energy customers don't expect perfection.
(Okay, some do — but they're not the benchmark.)
They expect clarity, relevance, and progress.

Fix the basics:

-  Correct language
-  Smooth flows
-  Relevant offers
-  Transparency
-  Useful data
-  Responsive support

That's what keeps users loyal.
That's what turns your app into an asset.

👉 Want to benchmark your digital experience
against these best practices?

Let's chat!

