



Top 6 Customer Experience (CX) Trends Reshaping Utility Services in 2025

UTILITY PROVIDERS ARE EVOLVING TO MEET CHANGING CUSTOMER NEEDS AND EXPECTATIONS IN AN INCREASINGLY DIGITAL WORLD.



Introduction

With rising customer expectations and economic pressures, utility providers face growing pressure to deliver seamless, personalized experiences that help customers manage costs. Customers are demanding more from every interaction they have. In 2025, utilities must embrace digital-first strategies, focusing on empathy, self-service, and cybersecurity to strengthen loyalty, continue achieving satisfaction metrics, and support financial well-being.

WE HAVE IDENTIFIED SIX MAJOR TRENDS THAT ARE SET TO DRIVE UTILITY CUSTOMER EXPERIENCES THROUGH 2025



The Pandemic's Long-Term Impact on Customer Expectations



Focus on Inflation and Cost of Living



Environmentally Conscious Decision Making on the Rise



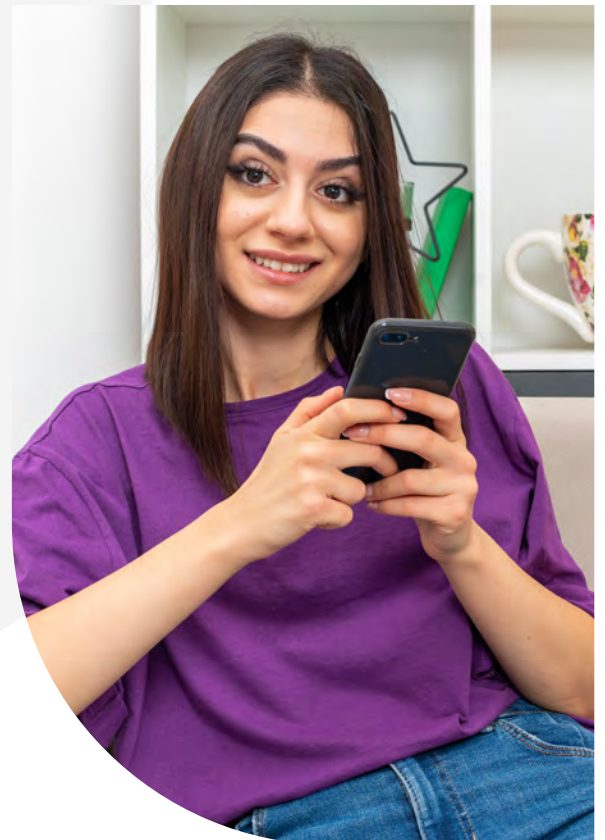
Alternative Energy



Mobile Access to Customer Utility Accounts



Continued Focus on Cybersecurity



Major Trends Driving Customer Experience for Utilities in 2025

01

Pandemic's Long-Term Impact on Expectations

The COVID-19 pandemic has permanently reshaped customer expectations. As a response to COVID-19, many businesses shifted to online and self-service touchpoints. These have not changed even after stay-at-home mandates have been lifted. Today's customers demand seamless online access, expecting efficient digital services for payments, usage tracking, and support. A recent report shows 67% of customers now prefer self-service options ([Tidio, 2024](#)). Providers who proactively support customers through outage alerts, cost-saving notifications, and empathetic communication see stronger customer satisfaction. To meet these needs, utility providers must implement tools like self-service portals where customers can make payments, receive communications, educate themselves on utility usage and much more, without having to make a phone call or visit an office.

02

Focus on Inflation and Cost of Living

As customers grapple with inflation, utilities have an opportunity to help manage finances through conservation tools and energy rebate programs, empowering customers to reduce their bills. Rising costs have intensified the need for financial tools, positioning utility providers to offer critical support. Easy-to-use customer portals enable customers to track usage and make timely payments, assisting them in staying within budget. Providers can leverage new AI-driven tools to offer personalized insights, such as tailored conservation tips or predictive notifications for high usage, which further empower customers to save on energy and water expenses.

For today's customers, every dollar counts. Tools such as silverblaze's Ways To Save feature allows customers to create a unique profile of their home utility usage breakdowns. AI insights then take these profiles and provide suggestions for day-to-day behaviour change, which can lead to hundreds of dollars of savings per year. Self-service portals and instant notifications also facilitate usage programs like peak-time rebate programs, helping utilities manage load and save their customers money.

03

Rise in Environmentally Conscious Choices

Today's customers expect utility providers to champion sustainability efforts. Offering conservation programs empowers customers to save resources, and many providers now use customer portals or mobile apps to help users track and manage consumption to reduce usage during peak hours. By educating customers on reducing their environmental footprint and offering personalized insights into energy usage, utility providers build a strong reputation as sustainability leaders and foster long-term loyalty.



04

Growth of Alternative Energy Solutions

Alternative energy sources, like solar, continue to gain traction, with more customers opting for eco-friendly solutions. Governments in North America are also supporting energy diversification with rebate programs and investments in alternative energy projects. Utility providers can leverage this trend by incentivizing renewable energy options and expanding infrastructure for electric vehicle (EV) charging. Supporting solar energy and EV networks positions utilities as forward-thinking partners in green energy initiatives, making them more attractive to eco-conscious consumers.

05

Enhanced Mobile Access to Utility Accounts

Mobile technology has become indispensable, with apps now accounting for 70% of all digital media time in the United States ([Buildfire 2024](#)). For utility providers, offering fully functional mobile applications is no longer optional—it's expected. Customers want features like account management, outage reporting, and real-time usage monitoring at their fingertips. Apps with AI-powered chatbots provide 24/7 support, enabling quick, personalized resolutions to customer inquiries while reducing the workload on customer service teams. By meeting customers where they are—on their mobile devices—utilities can drive higher satisfaction and build stronger loyalty through convenience and accessibility.



06

Increased Focus on Cybersecurity

As digital services expand, so do the associated risks. Utility providers must take a proactive stance on cybersecurity by implementing secure customer portals, robust authentication measures like multifactor authentication (MFA), backing up data to the cloud, and educational resources to help customers recognize phishing scams.

Customer portals offer everything a customer needs in one officially-branded location, creating a secure channel of communications. Customers will no longer have to worry about phishing email scams and illegitimate phone calls as they can simply navigate to their customer portal for the truth. With AI-enhanced security monitoring and proactive alerts, providers can help customers feel safer while reducing the risk of fraud, ensuring a secure digital experience.

Conclusion


To succeed in 2025, utility providers must embrace customer-centric strategies that address economic challenges, environmental responsibility, and digital accessibility. Utility providers can stay ahead of trends by putting the customer first. This involves everything from implementing browser-based and mobile app customer portals, supporting savings, personalizing customer interactions, prioritizing security and becoming an environmental partner to educate customers on their water and energy usage. By prioritizing personalized, sustainable, and secure customer experiences, utilities can strengthen relationships and ensure their services remain competitive for many years to come.


About silverblaze

We deliver award-winning customer engagement solutions, providing customizable self-service portals and smart forms for utility providers. For over 25 years, silverblaze has helped clients across North America build lasting customer relationships.

Learn more at www.silverblaze.com.

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