



Search



# Utility Websites Show Improvement in Mobile Optimization According to a 2015 E Source Study

Kym Wootton

July 31, 2015

Recently redesigned websites that keep customers and their mobile devices at top of mind did well in the E Source Review of North American Electric and Gas Company Residential Websites: 2015. Despite advances among the top utilities in providing a mobile-optimized experience with an organized, professional look and feel, there's still room for improvement when it comes to providing updated design and content on utility websites.

Conducted biennially since 2002, this study measures how well utility websites engage residential customers and assesses website improvements as they relate to customer needs.

The top three utility websites in North America belong to:

[ + ] Feedback

**OPC 005222**  
**FPL RC-16**

1. Salt River Project
2. ComEd
3. NV Energy

Based on industry trends in user experience and utility feedback, this year's study of more than 100 utility websites took a new approach by breaking the user experience into four key components: navigation, functionality, appearance, and relevance. "This new usability breakout allows for a deeper dive into the user experience and will help utilities decide which area to focus on during website redesign efforts," says Aleana Reeves, director of the Customer Experience business line at E Source.

Overall, E Source found a need for improvement in all areas, with an emphasis on appearance, which had the lowest average rating. According to the E Source study, customers expect a uniform appearance across a website in terms of brand colors and other attributes, as well as consistency across different types of devices. This expectation of consistency applies to all four usability components.

Top-rated utilities are responding to customer needs by providing web pages that are simple, are mobile-optimized, and have options that are easy to read and select. "Websites are constantly growing and changing, and customers' expectations are, too. Top utilities have been able to redesign their websites to match these needs, whether through mobile optimization, responsive design, or providing content that's simple and easy to digest," says Haley Kaiser, a market research analyst at E Source.

"Responsive designs—as well as some other mobile-optimization techniques—have helped utilities provide a more fluid experience for customers across all types of devices. In fact, all of the top 10 utilities are using effective mobile technologies," adds Kaiser.

Regional rankings are as follows:

- **Canada:** Union Gas, Fortis BC, BC Hydro
- **US, Midwest:** ComEd, Ameren Missouri, AEP Ohio
- **US, Northeast:** PPL, PECO, National Grid
- **US, South:** South Carolina Electric & Gas, Florida Power & Light, Oklahoma Gas & Electric
- **US, West:** Salt River Project, NV Energy, Xcel Energy

Rankings per utility type:

- **Electric:** Salt River Project, ComEd, PPL
- **Gas:** Southern California Gas Co., Union Gas, Fortis BC
- **Combined gas and electric:** NV Energy, Ameren Missouri, Xcel Energy

The E Source Review of North American Electric and Gas Company Residential Websites: 2015 assessed the websites of 102 US and Canadian utilities. Between January and May 2015, a group of residential customers accessed and used the top 13 features from both a mobile device and a laptop computer. These informational or transactional features were selected based on E Source market research and expertise as well as input from industry thought leaders as the features residential customers most want to see on their utility's website.

For more information about this comprehensive study, please visit [www.esource.com/web-review](http://www.esource.com/web-review). The complete industry report will be published next month and feature-specific Design Guides are being updated for member utilities now.

## Performance ranking of US and Canadian residential websites, 2015

Average usability scores across the four components (navigation, functionality, appearance, and relevance) for each of the 102 companies included in this study and the percentage of features that were found at each company's website were combined with equal weighting to determine the overall performance index, which has a maximum possible value of 1,000. The websites were then ranked in descending order.

Rank	Company name	Score	Rank	Company name	Score
<b>Top quartile</b>			<b>Third quartile</b>		
1	Salt River Project	865	53	Alliant Energy	685
2	Commonwealth Edison (ComEd)	852	54	Entergy Services Inc.	683
3	NV Energy	848	55	Vectren	681
4	PPL	846	56	Oklahoma Natural Gas	679
5	Ameren Missouri	842	57	Jersey Central Power & Light	678
5	Xcel Energy	842	58	Con Edison of New York	673
7	South Carolina Electric & Gas	838	59	Otter Tail Power Co.	669
8	Pacific Gas and Electric Co.	827	60	Eversource	658
9	Florida Power & Light	821	61	Philadelphia Gas Works	656
10	Oklahoma Gas & Electric	814	62	Memphis Light, Gas & Water Division	648
11	AEP Ohio	806	63	NorthWestern Energy	633
11	Georgia Power	806	64	UGI Utilities Inc.	631
13	Baltimore Gas & Electric	798	65	Consumers Energy	623
13	Pepco	798	66	Questar Gas	614
13	Southern California Gas Co.	798	67	Huntsville Utilities	612
16	Arizona Public Service Co. (APS)	787	68	Laclede Gas Co.	603
17	Wisconsin Public Service	781	69	Westar Energy	596
18	Avista	779	70	Columbia Gas of Ohio	592
18	Union Gas	779	71	Ambit Energy	590
20	Duke Energy	775	72	Puget Sound Energy	585
20	Nashville Electric Service	775	73	New Mexico Gas Co. Inc.	575
22	Alabama Power	773	74	LG&E and KU	572
22	Black Hills Energy	773	75	Southwest Gas	568
24	TXU Energy	767	76	Piedmont Natural Gas Co. Inc.	563
25	FortisBC Inc.	763	77	Nova Scotia Power	561
25	Los Angeles Department of Water & Power	763	78	Ameren Illinois	554
			79	The Dayton Power and Light Co. (DP&L)	552
			80	Tampa Electric (TECO)	550

Second quartile			Fourth quartile		
27	BC Hydro	760	81	CPS Energy	543
27	Southern California Edison	760	82	Manitoba Hydro	540
29	Dominion Virginia Power	758	83	Central Maine Power	537
29	PNM	758	84	CenterPoint Energy	525
31	DTE Energy	754	85	Hydro One	523
31	PacifiCorp	754	86	Silicon Valley Power	517
33	PECO	752	87	National Fuel Gas Distribution Corp.	509
33	Portland General Electric Co.	752	88	ENMAX	494
35	KCP&L	750	89	NYSEG	480
36	Hydro-Québec	740	90	EPCOR	478
36	Madison Gas and Electric	740	91	Liberty Utilities	477
36	National Grid	740	92	Duquesne Light	473
36	Sacramento Municipal Utility District (SMUD)	740	93	Atlantic City Electric	462
40	Northwest Natural Gas Co.	737	94	Nicor Gas	455
41	Peoples Gas Light	735	94	Washington Gas Light	455
42	Enbridge Gas	733	96	San Diego Gas & Electric	454
42	Énergie NB Power	733	97	Atmos Energy Corp.	449
44	Toronto Hydro-Electric System	712	98	Reliant	438
45	Cleco	710	99	Hopkinsville Electric System	437
46	Tacoma Public Utilities	708	100	MidAmerican Energy Co.	400
47	OUC - The Reliable One	706	101	Peoples Natural Gas	387
48	PSEG Long Island	702	102	City of Palo Alto Utilities	376
48	Seattle City Light	702			
50	PSEG New Jersey	694			
51	SaskPower	688			
52	We Energies	687			

© E Source

## About E Source

For 26 years, E Source has been providing research, consulting, and market research to more than 300 utilities and their partners. This guidance helps our customers advance their efficiency programs, enhance customer relationships, and use energy more efficiently.

## Public Relations Contact

Kym Wootton, Director of Marketing, E Source

[E-mail Kym Wootton](mailto:kym.wootton@esource.com)

303-345-9168

Access to and use of our website, materials, and tools is governed by the E Source License & Website Agreement.