Huntsville Utilities Knows How to Win Back Customers

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When Huntsville Utilities' customers began driving to its office because it was quicker than calling customer service, the utility knew it needed to make some changes.

At E Source Forum 2017, customer service manager Kim Torres explained the tactics Huntsville Utilities used to rebuild its relationship with customers and prioritize customer experience (CX) moving forward. Her advice for other utilities?

- Take every department along in the CX journey
- Remember that small changes can have a big impact
- Be prepared that the innovations and technologies that customers think are exciting today will be expected tomorrow

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