Top-Rated Utility Websites Prioritize Customer Needs, According to 2019 E Source Study

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E Source has just released the results of the 2019 E Source Review of North American Electric and Gas Company Residential Websites. The company revamped the study this year and collected tens of thousands of data points to determine the utility companies with the most user-friendly web experience.

Conducted every other year since 2002, this study measures the user experience of utility websites accessed from mobile devices and desktop computers. The utilities with the most usable websites in North America are KCP&L and SRP

E Source will recognize these top-performing utility companies in September during an awards lunch at the E Source Forum in Denver. Based on industry trends in user experience and utility feedback, E Source designed custom methodology for each of the study's four usability components: findability, functionality, content, and appearance.

"The utilities with top-rated websites have robust functionality; an intuitive user experience; and an appealing, coordinated design," explains E Source senior analyst Keenan Samuelson. "What really set the best-performing websites apart was the clear focus on customers' priorities."

"This year's study gave us a more complete look than ever at the usability of utility websites," says Heather Hilgenkamp, PhD, lead analyst for E Source market research. "We saw a clear differentiator between companies that put an emphasis on the mobile user experience, which often lags behind the experience from a desktop, and those that didn't."

The E Source Review of North American Electric and Gas Company Residential Websites: 2019 assessed the top 11 features (on both a mobile device and a desktop computer) of 109 US and Canadian utilities' websites between January and June 2019. This year's methodology shifted to focus more on quantitative rather than qualitative data. The components of usability were scored based on these criteria:

- *Findability:* Percentage of successful attempts to find, average pages visited to find the feature,

and average time to find the feature
- *Functionality:* The inclusion of critical functions and functions that improve the experience
- *Content:* The inclusion of critical content and formatting, the reading level of the content, and the steps required to reach the content
- *Appearance:* Average customer rating

Rank	Utility	Score
1	KCP&L	597
2	SRP	596
3	ComEd	593
4	NV Energy	585
4	PECO	585
6	PSEG Long Island	579
7	BGE	578
8	Pacific Gas and Electric Co.	576
9	Duquesne Light Co.	569
10	DTE Energy	564
11	Georgia Power	563
12	Consumers Energy	562
13	BC Hydro	559
13	AEP Ohio	559
15	OUC	558
16	Alabama Power	557
17	Public Service Electric & Gas Co.	556
17	Colorado Springs Utilities	556
19	WPS	553
20	PPL Electric Utilities	552
21	Duke Energy	549
21	Southern California Gas Co.	549
21	Sacramento Municipal Utility District	549
24	Hydro-Québec	547
25	Portland General Electric	546
26	Vectren	542
26	Orange and Rockland Utilities Inc.	542
28	TXU Energy	540
29	Ameren Illinois	536
30	Dayton Power & Light	535
30	National Grid	535
32	Southern Company Gas	532
33	Ameren Missouri	529

Note: Utility did not provide account access to the secure portion of its website.

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Rank	Utility	Score
34	SCE&G	528
35	Madison Gas and Electric	525
35	Rocky Mountain Power	525
37	Con Edison	523
38	Avista	519
39	Pacific Power	517
40	Toronto Hydro	514
40	Alliant Energy	514
40	SaskPower	514
43	Mississippi Power	506
43	Union Gas (Enbridge Gas Inc.)	506
45	Hydro One	503
46	Tacoma Public Utilities	497
47	PSNC Energy*	496
48	PNM	492
49	Énergie NB Power	489
49	FortisBC	489
51	Los Angeles Department of Water and Power	478
52	Black Hills Energy*	476
53	Southwest Gas Corp.*	475
53	Peoples Gas	475
55	Tampa Electric*	473
56	Otter Tail Power Co.	471
56	Pepco*	471
58	PSE*	469
59	Appalachian Power*	466
60	MidAmerican Energy*	464
60	LG&E and KU*	464
62	Delmarva Power*	463
63	Xcel Energy*	460
64	Dominion Virginia Power*	459
64	We Energies*	459
66	Nashville Electric Service*	458
66	CPS Energy*	458
68	Atlantic City Electric*	456
69	New Mexico Gas Co.*	454
70	West Penn Power*	453
71	NIPSCO*	452

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Rank	Utility	Score
72	NorthWestern Energy	449
73	Enbridge Gas*	447
74	Westar Energy*	445
75	NW Natural*	443
76	Southern California Edison*	441
76	OG&E*	441
78	Kansas Gas Service*	439
78	Oklahoma Natural Gas*	439
80	Manitoba Hydro*	437
81	Washington Gas*	429
82	PGW	428
83	Central Maine Power*	427
84	Reliant*	426
84	SDG&E*	426
86	Jersey Central Power & Light *	425
87	Eversource*	424
88	Nova Scotia Power*	415
88	FPL*	415
90	Idaho Power*	413
90	UGI Utilities*	413
92	Texas Gas Service*	412
93	RG&E*	411
94	New York State Electric & Gas *	410
95	Atmos Energy*	404
96	Piedmont Natural Gas*	402
96	Columbia Gas of Ohio*	402
98	Enmax*	401
99	Peoples Gas*	392
100	Arizona Public Service*	380
101	Liberty Utilities	379
102	Spire*	378
103	MLGW*	375
104	Epcor*	369
105	National Fuel Gas Co.*	352
106	Entergy Corp.*	350
107	CenterPoint Energy*	345
108	Ambit Energy*	341
109	Silicon Valley Power*	304

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About E Source

For over 30 years, E Source has been providing market research, data, and consulting services to more than 300 utilities and their partners. This guidance helps our clients advance their customer energy solutions and enhance their relationships, while becoming more innovative and responsive in the rapidly evolving market.

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