New methodology uncovers top-rated utility websites of 2019

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We recently revealed the results and rankings from the 2019 E Source Review of North American Electric and Gas Company Residential Websites, also known as the Website Benchmark study. Conducted every other year since 2002, the study got a facelift in 2019. This year, we used an updated, more quantitative methodology that analyzed more data points than ever before.

Before going into more detail about the updated methodology, here are the top 20 utility websites with the most user-friendly web experience of 2019. You can view the full rankings of the more than 100 websites that we analyzed by reading the press release, and E Source utility members can watch a recording of the Rankings from the 2019 Website Benchmark web conference, held in August.

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

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Rank	Utility	Score
16	Alabama Power	557
17	Public Service Electric & Gas Co.	556
17	Colorado Springs Utilities	556
19	WPS	553
20	PPL Electric Utilities	552

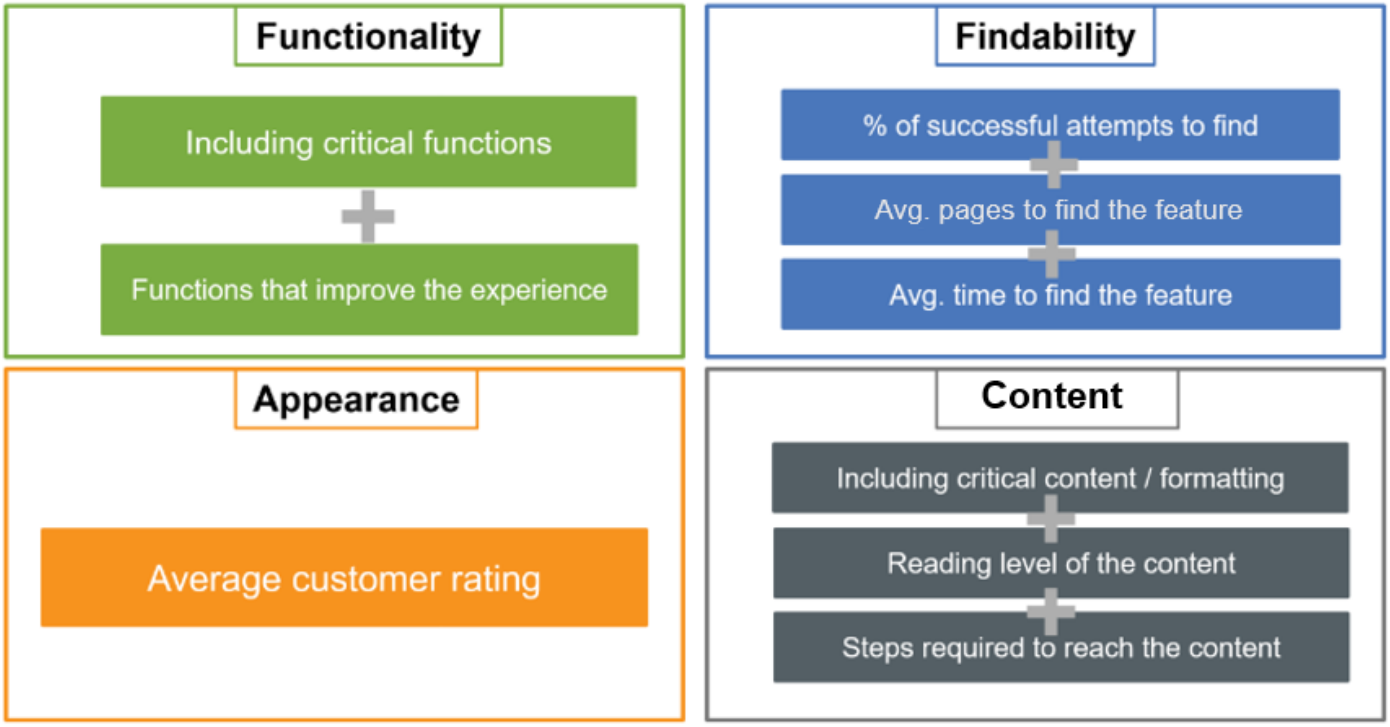
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An updated method of scoring utility websites

This year's study gave us a more complete look than ever at the usability of utility websites, with clear differentiation between companies that put an emphasis on the mobile user experience—which often lags behind the desktop experience—and those that didn't. Ultimately, a clear focus on customers' priorities is what really set the best-performing websites apart.

We've shifted to use a more quanititative methodology than in years past, with the result of providing more-actionable, data-heavy feedback for each website. We looked at four usability components to determine the scores.

The four usability components used to evaluate utility websites in the 2019 Review of North American Electric and Gas Company Residential Websites



Measuring participants' websites with this new usability criteria allowed us to identify the websites that offer robust functionality, an intuitive user experience, and an appealing, coordinated design. KCP&L and SRP, the two most usable utility websites in North America, stood out as going above and beyond in each usability component to create an optimized experience for their customers.

In the next couple months, we'll begin releasing design guides—feature-by-feature analyses of what

makes web functionalities the most effective for customers. The guides will include screenshots of best examples and dos and don’ts. If you’re not currently an E Source Digital Self-Service member and your utility is listed in the rankings, you can schedule a discovery call for more information on how to obtain individual results.

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