

ENHANCING THE CUSTOMER EXPERIENCE WITH MOBILE

Eric J. Davis

Principal User Experience Consultant

AEP Corporate Communications | Creative Services



THANK YOU, QUESTLINE!



Igniting Ideas 2016

Enhance Customer Experience with Mobile



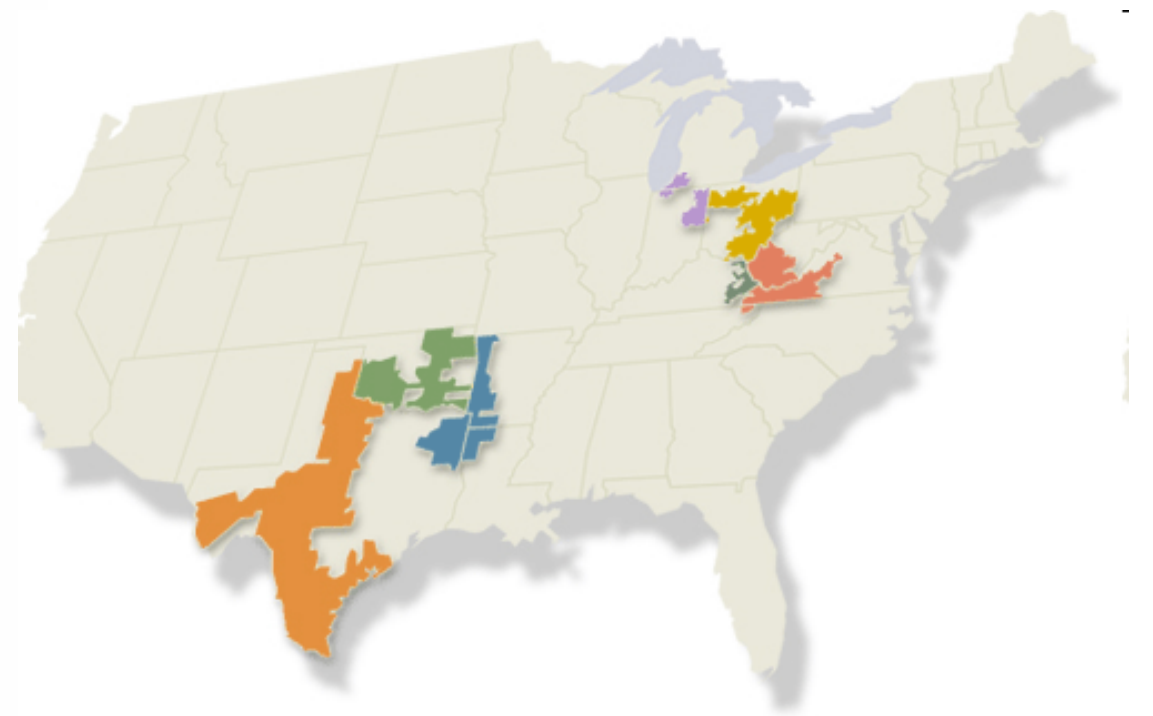
AGENDA

- Brief recap of AEP mobile history
- Compelling mobile stats
- Designing for mobile
- Usability and research techniques
- Alerts, notifications, and communication preferences
- Mobile apps and the future



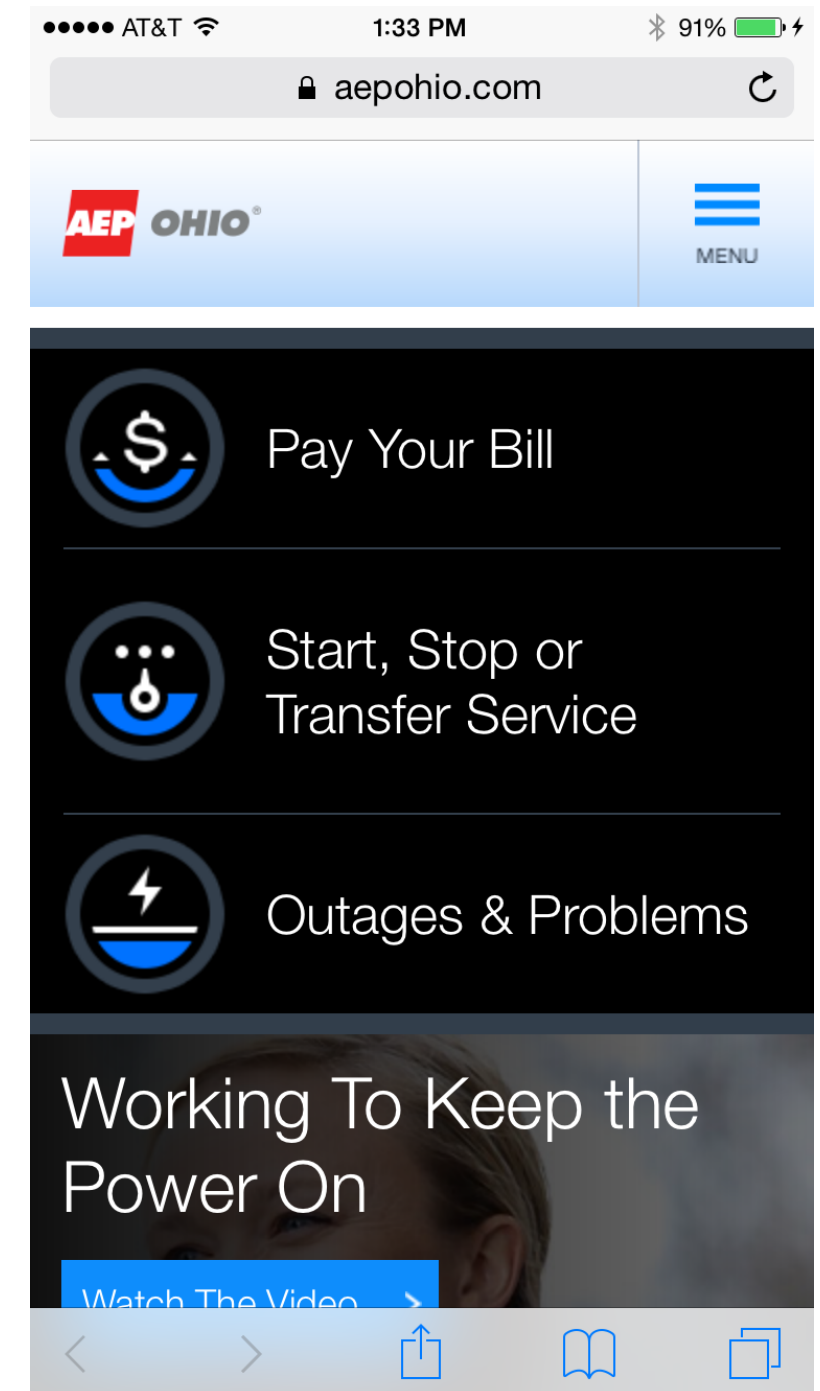
ABOUT AEP

- 5.4 million customers
- 11 states
- 200,000 square miles
- 7 utility companies
- 1 corporate site
- 8 customer web sites!



24,407,342 sessions in 2015
(since redesign 2/18/15 - 12/31/15)

- 12,294,809 desktop (50.37%)
- 10,438,169 mobile (42.77%)
- 1,647,364 tablet (6.86%)





2016 Utility Website Evaluation StudySM



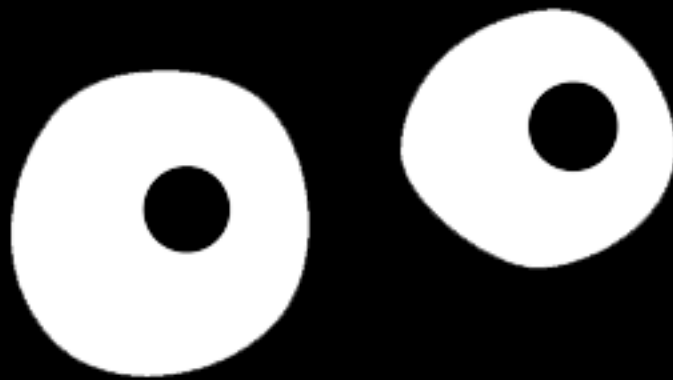
#1 Rated Website by J.D. Power

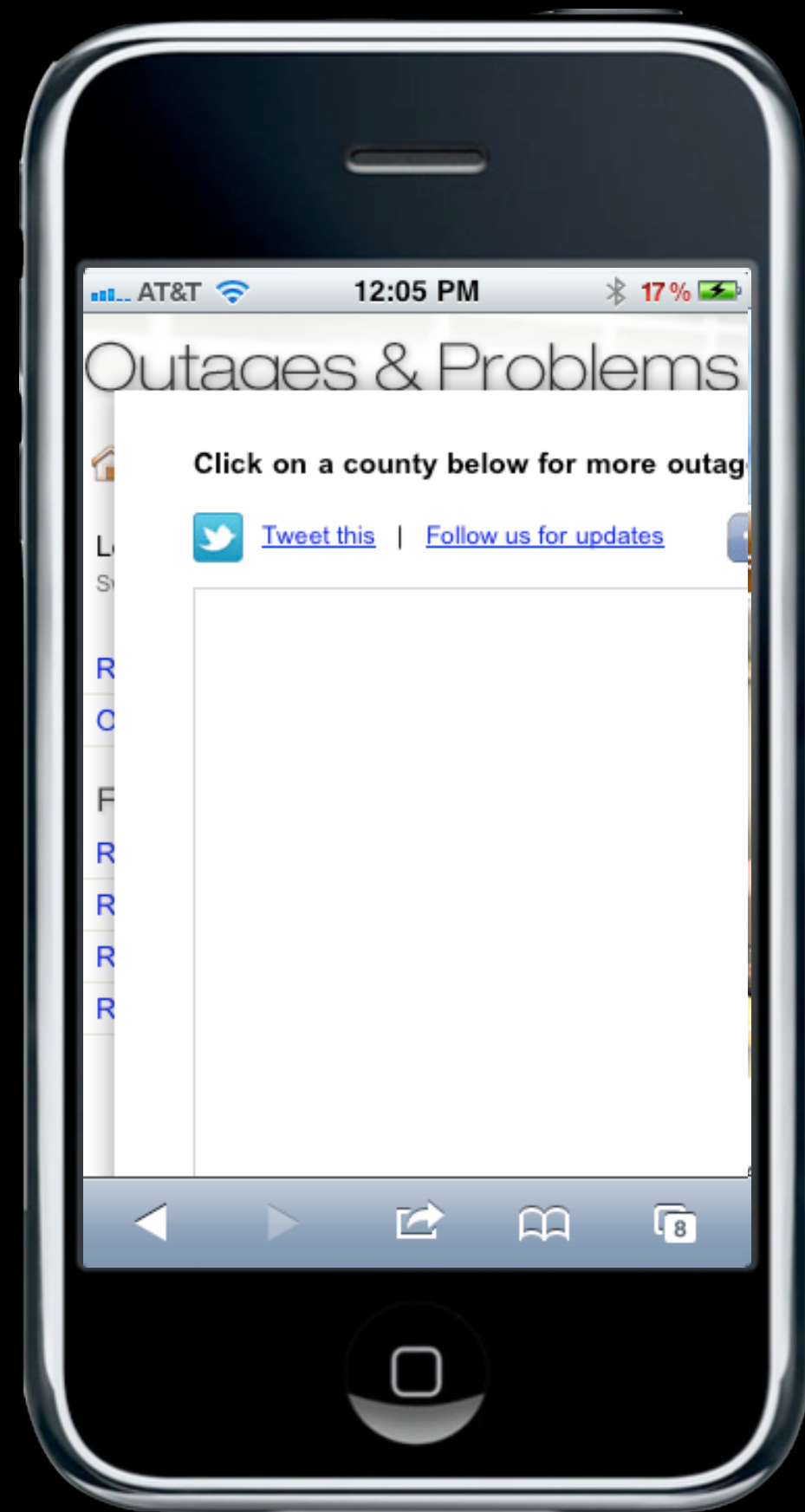


AEP MOBILE

From full site to mobile optimized to responsive

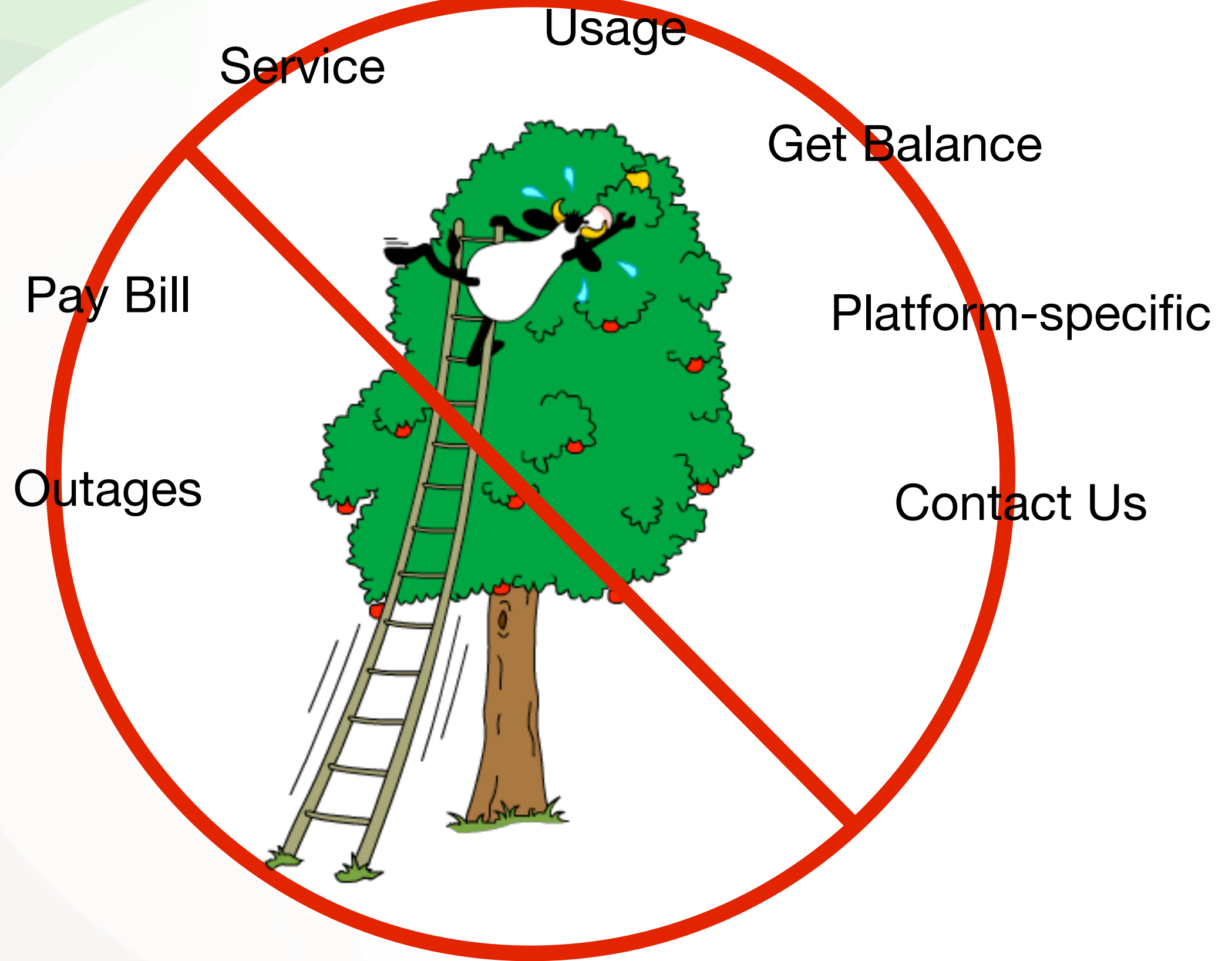






Way, way back in 2009...
before our mobile site was born,
13% of all web traffic came from
mobile devices
during major storms.





Outages



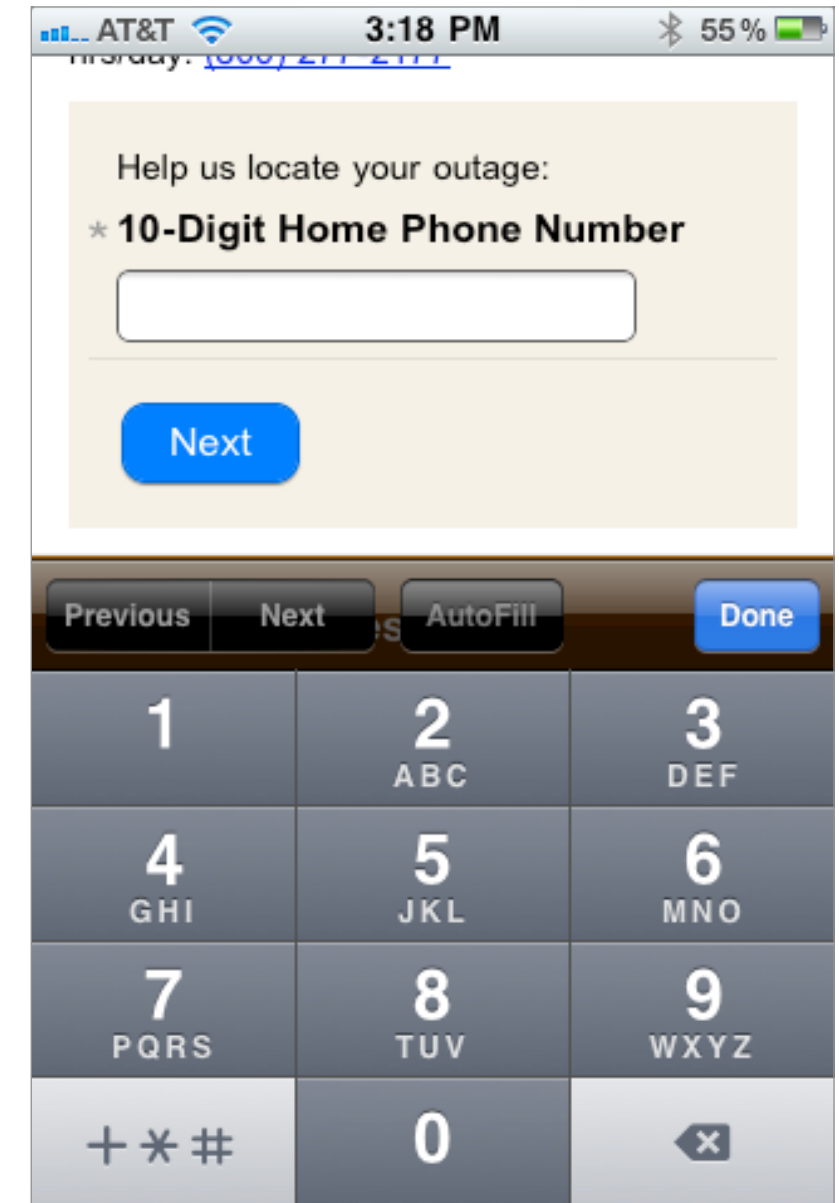
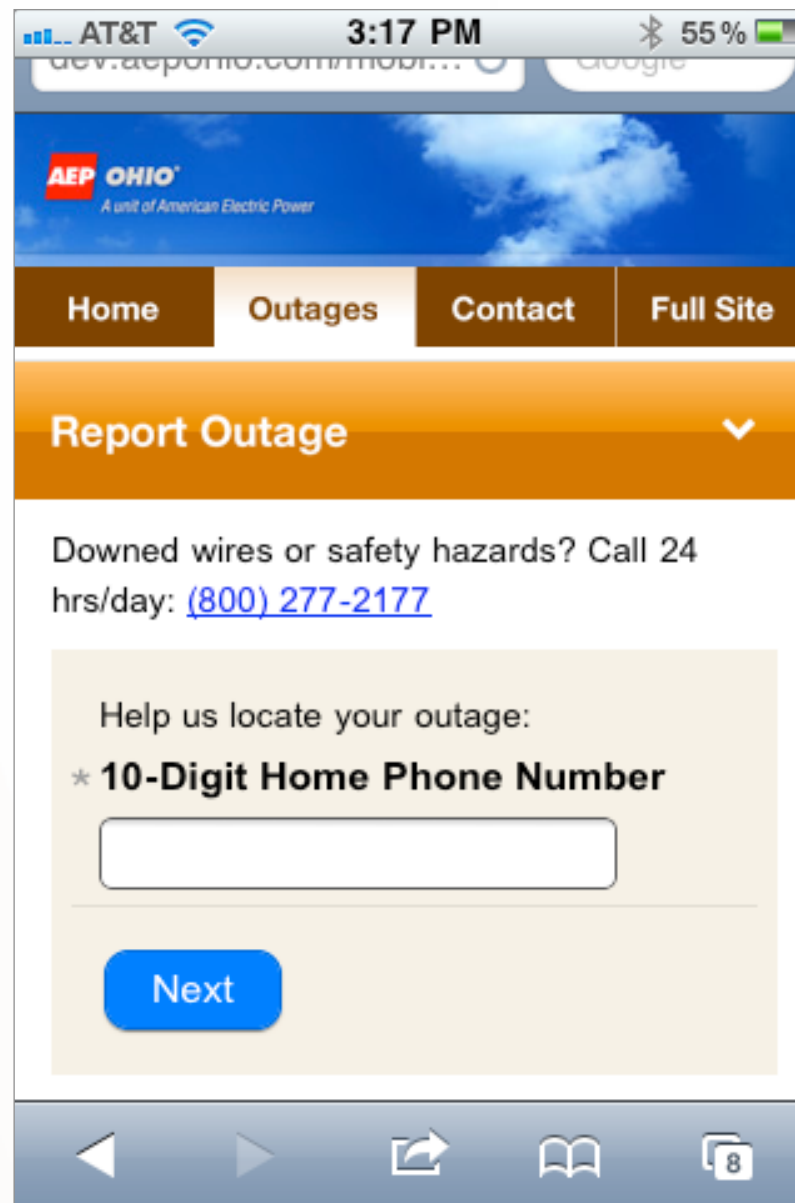
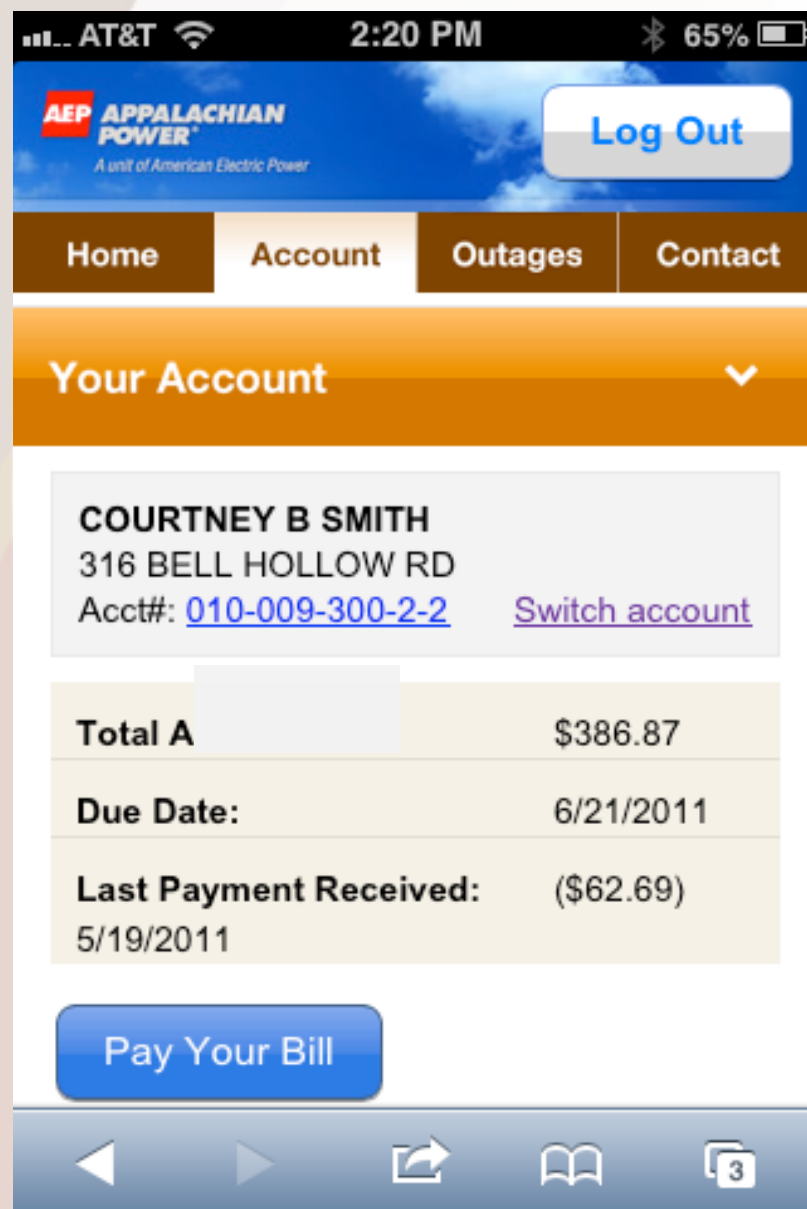
Contact Us



MOBILE OPTIMIZED



MOBILE OPTIMIZED FOR TOUCH



North American Derecho

June 29, 2012



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Enhance Customer Experience with Mobile



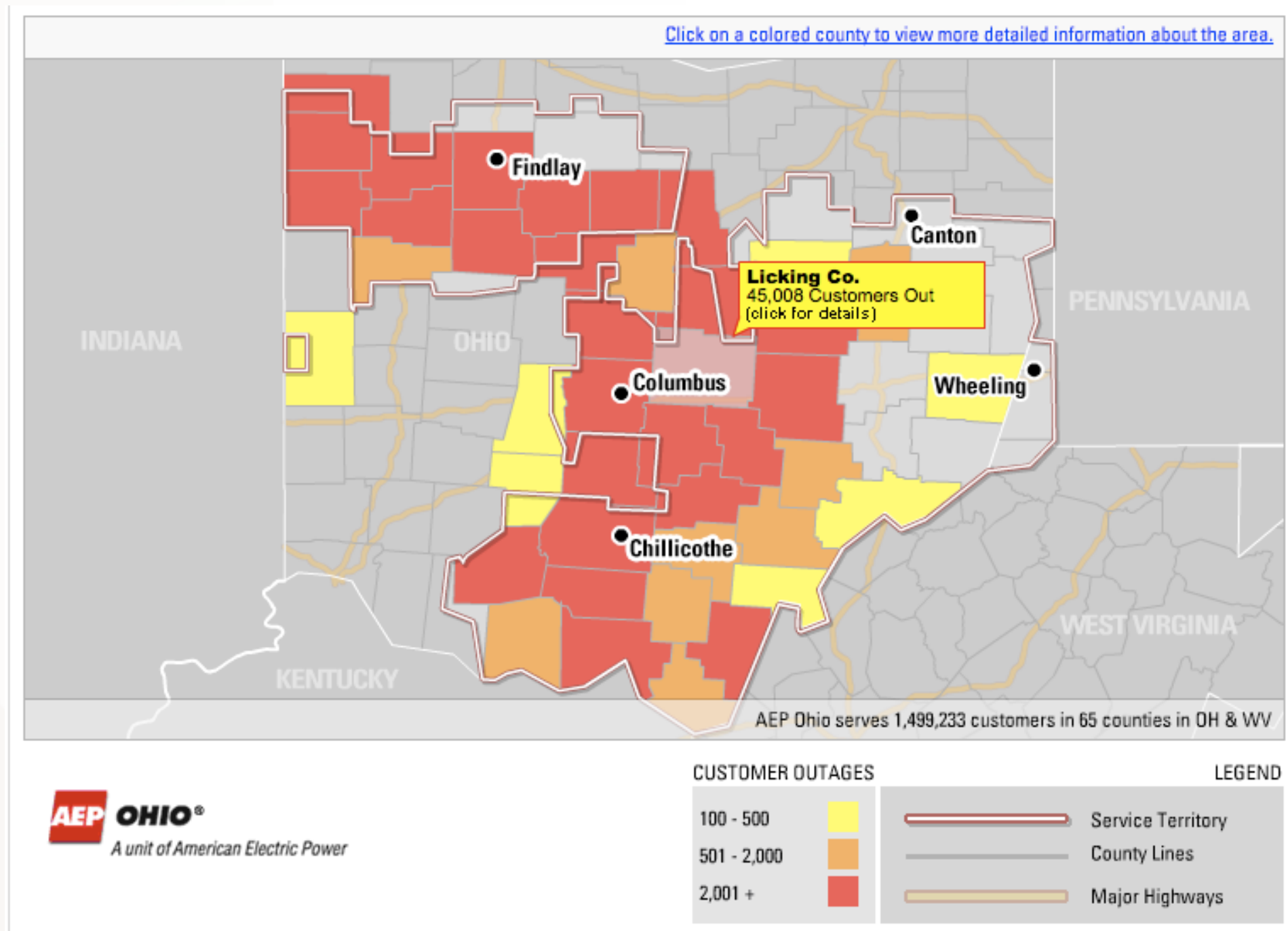
A satellite image of North America showing a large, intense storm system over the central United States. The storm is depicted with bright orange and yellow colors, indicating high cloud tops and heavy precipitation. The storm is elongated and covers a significant portion of the central US, from the Great Lakes region down to the Gulf of Mexico. To the west, another smaller, circular storm system is visible. The surrounding areas show lighter cloud cover and some smaller-scale weather features. The text "North American Derecho" and "June 29, 2012" is overlaid on the image in a semi-transparent font.

North American Derecho

June 29, 2012



1.4 MILLION CUSTOMERS AFFECTED



At the peak of the storm aftermath,
67%
of all web traffic on AEPOhio.com came
from mobile devices.



MOBILE TRAFFIC SKYROCKETED

Web Site	Before Storm % Mobile Traffic	Peak Outage % Mobile Traffic
AEP Ohio	17.4%	67%
Appalachian Power	16.7%	64%
Indiana Michigan Power	16.9%	60.5%
Kentucky Power	15.6%	57%

"Before Storm" is the 13-day period immediately preceding the storm, or June 16 - June 28. "Peak Outage" was on June 30.



MOBILE TRAFFIC SKYROCKETED

Web Site	Mobile Visits Before Storm	Mobile Visits During/After Storm	% Change
AEP Ohio	20,626	223,839	+985.23%
Appalachian Power	10,417	116,507	+1,018.43%
Indiana Michigan Power	8,001	39,602	+394.96%
Kentucky Power	1,793	7,173	+300.06%

"Before Storm" is the 13-day period immediately preceding the storm, or June 16 - June 28. "During/After Storm" is the 13-day period from June 29 - July 11.

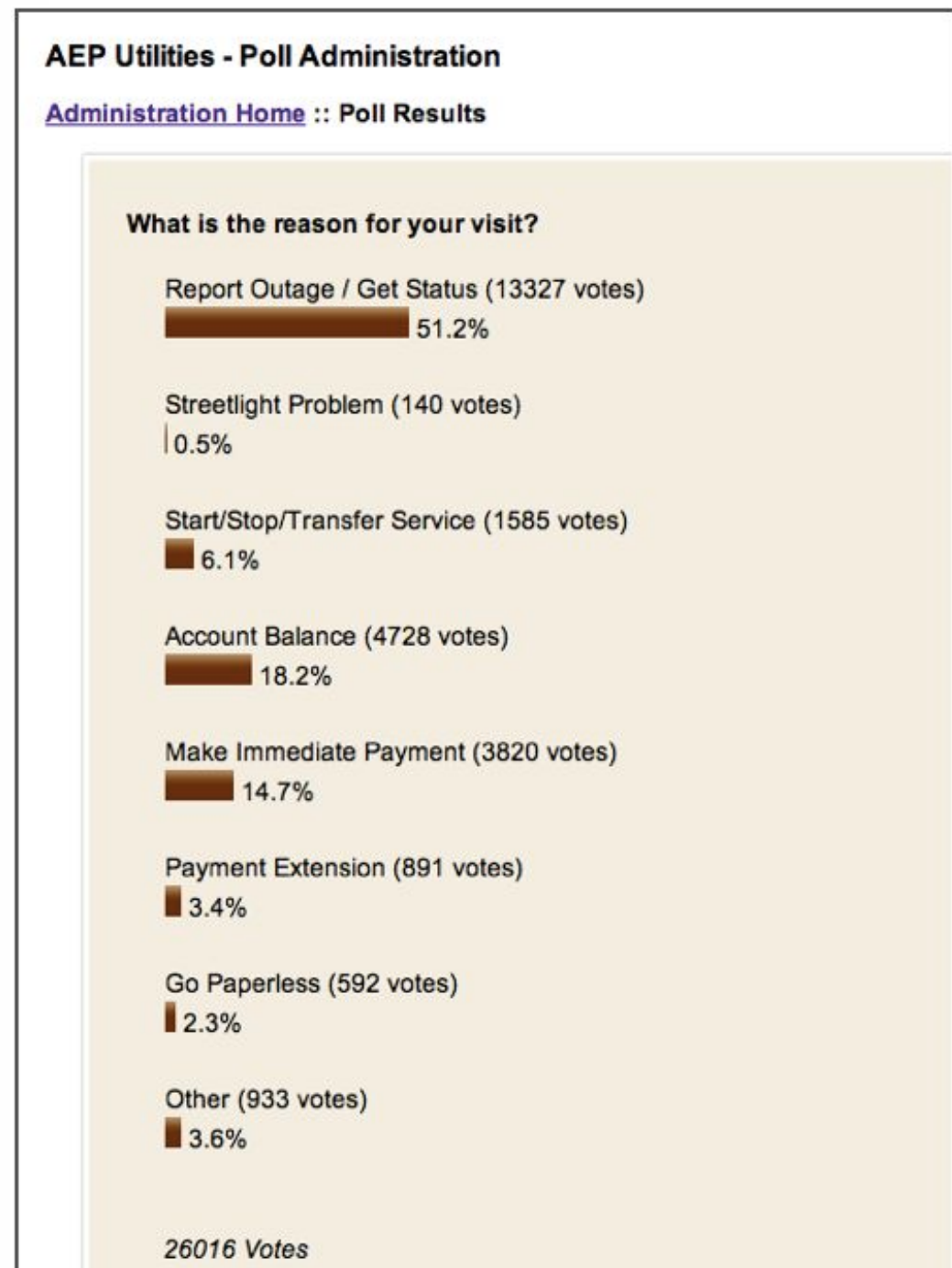
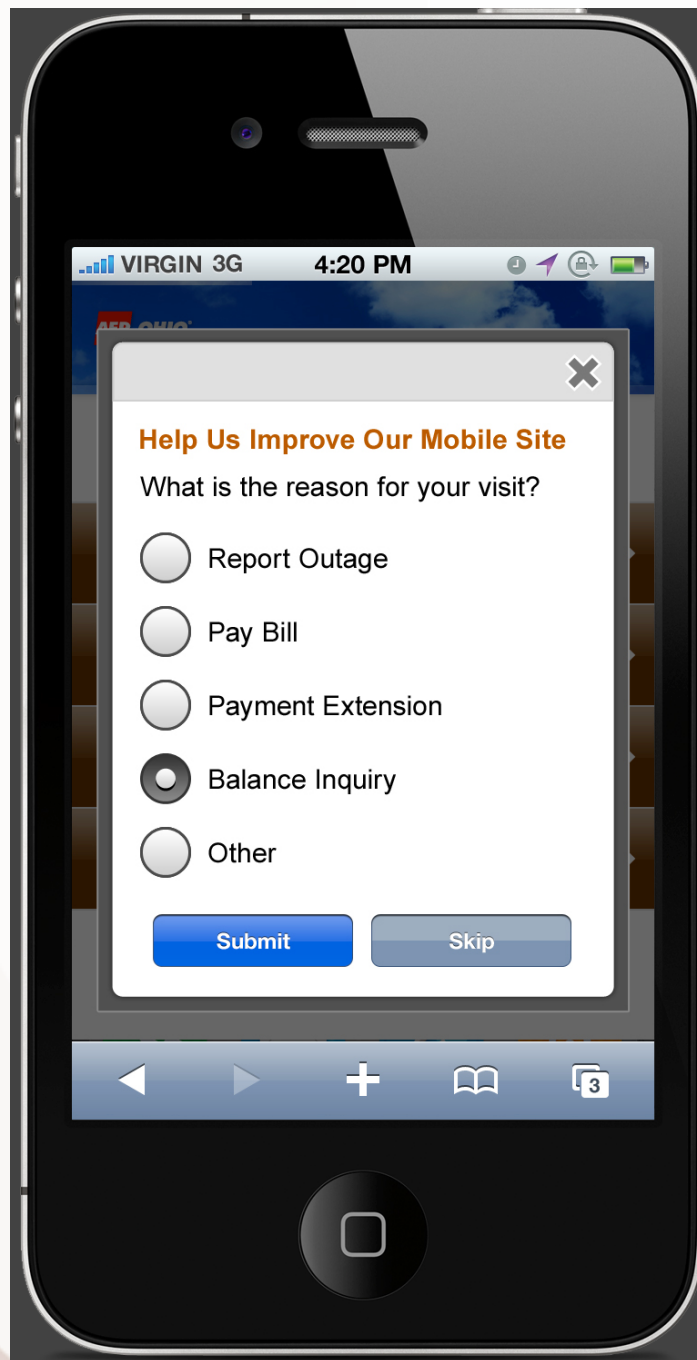


SELF-SERVICE INCREASED

Self-Service	% Increase vs. June 2012
View Online Bill	16%
Usage History	36%
Account Summary	20%
Start Service	86%
Stop Service	56%
Level Pay	72%
Paperless	17%

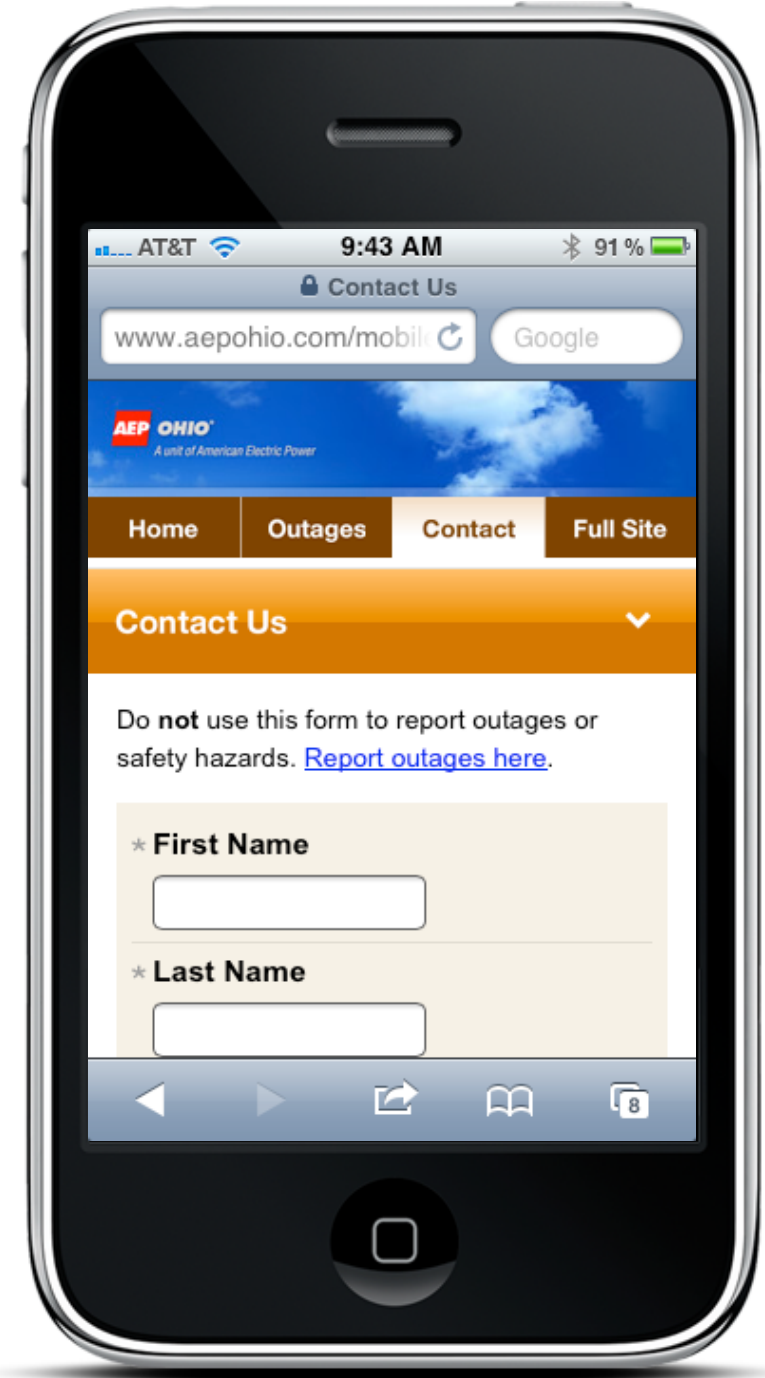


MOBILE SURVEYS



MOBILE EMAILS

What are customers actually saying while they're **in the channel?**



CUSTOMER EMAILS

A "Contact Us" message has been sent from www.indianamichiganpower.com:

MOBILE CONTACT US SUBMISSION

URL: <https://www.indianamichiganpower.com/mobile/contact/Default.aspx>

First Name: [REDACTED]
Last Name: [REDACTED]
Email: [REDACTED]
Street: [REDACTED]
City: Fort Wayne
State: IN

MESSAGE:

What is status of our outage

A "Contact Us" message has been sent from www.psoklahoma.com:

MOBILE CONTACT US SUBMISSION

URL: <https://www.psoklahoma.com/mobile/contact/Default.aspx>

First Name: [REDACTED]
Last Name: [REDACTED]
Email: [REDACTED]
Street: [REDACTED]
City: broken arrow
State: OK

MESSAGE:

Power has been out for an hour a

A "Contact Us" message has been sent from www.appalachianpower.com:

MOBILE CONTACT US SUBMISSION

URL: <https://www.appalachianpower.com/mobile/contact/Default.aspx>

First Name: [REDACTED]
Last Name: [REDACTED]
Email: [REDACTED]
Street: [REDACTED]
City: Monroe
State: VA

MESSAGE:

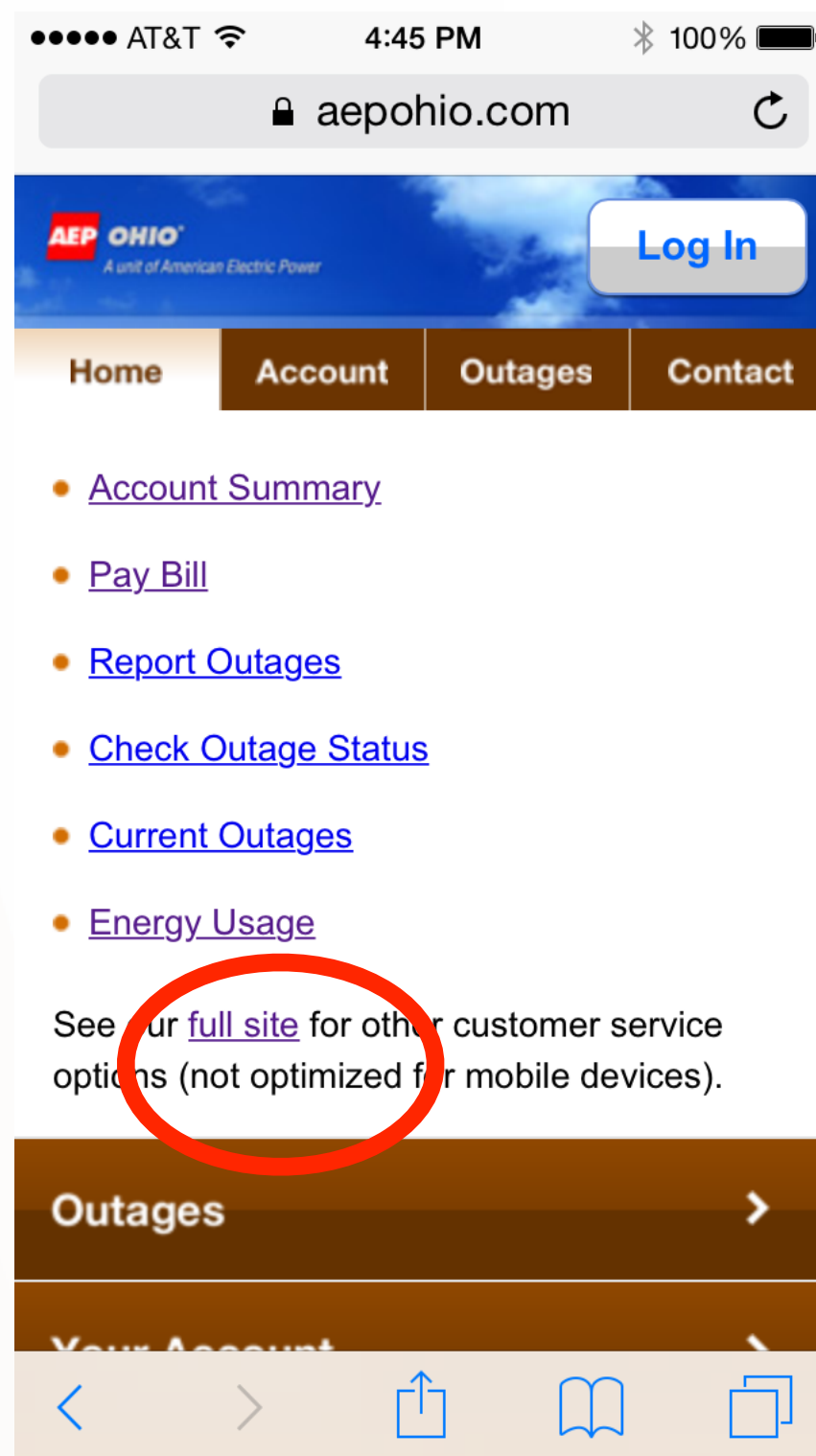
We received a termination notice for 10/25 for the past due amount of 276.51 for account # [REDACTED] 0-1-5. We are requesting an extension for the past due amount until 10/31, when I am paid. We will pay online. We would appreciate an extension.
Thanks in advance,
Steve M [REDACTED]



**MOBILE USERS WILL DO
ANYTHING AND EVERYTHING
DESKTOP USERS WILL DO,
PROVIDED IT'S PRESENTED
IN A USABLE WAY.**

<http://www.slideshare.net/bradfrostweb/for-a-futurefriendly-web-webvisions-chicago-2012>

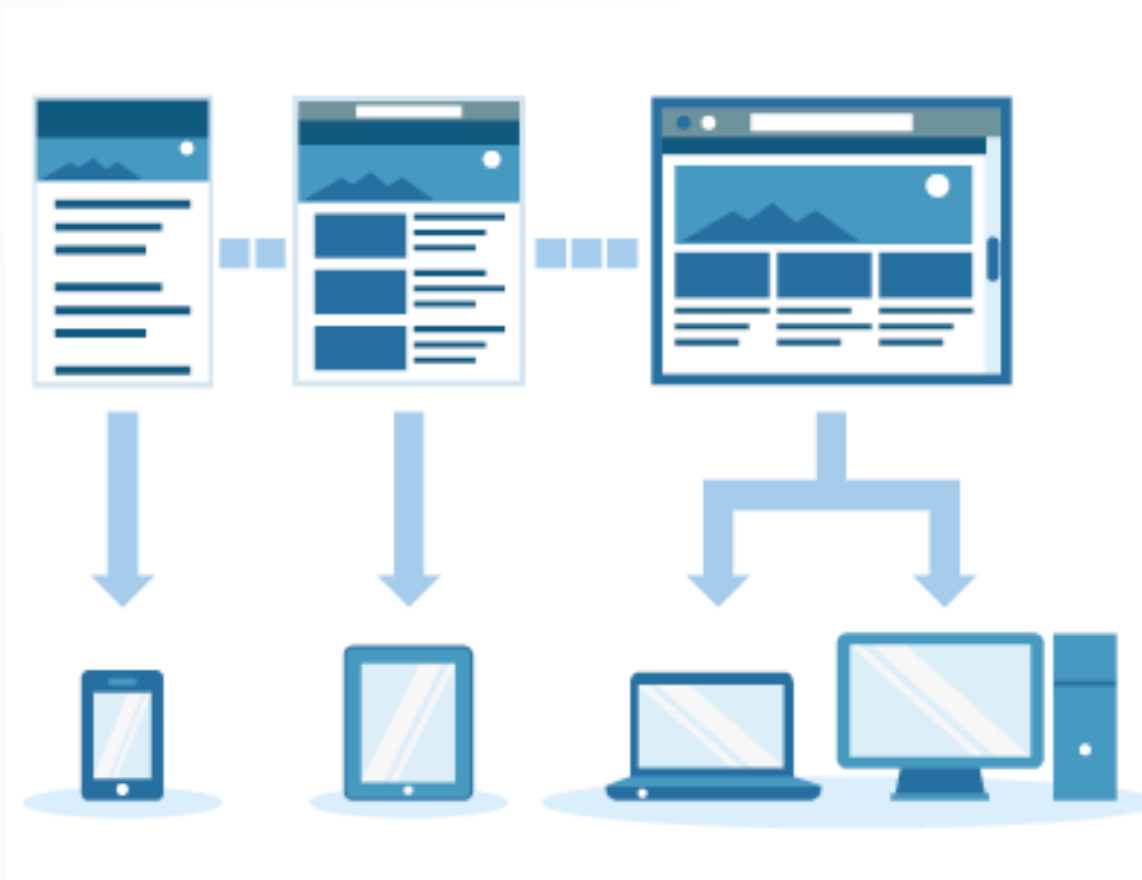


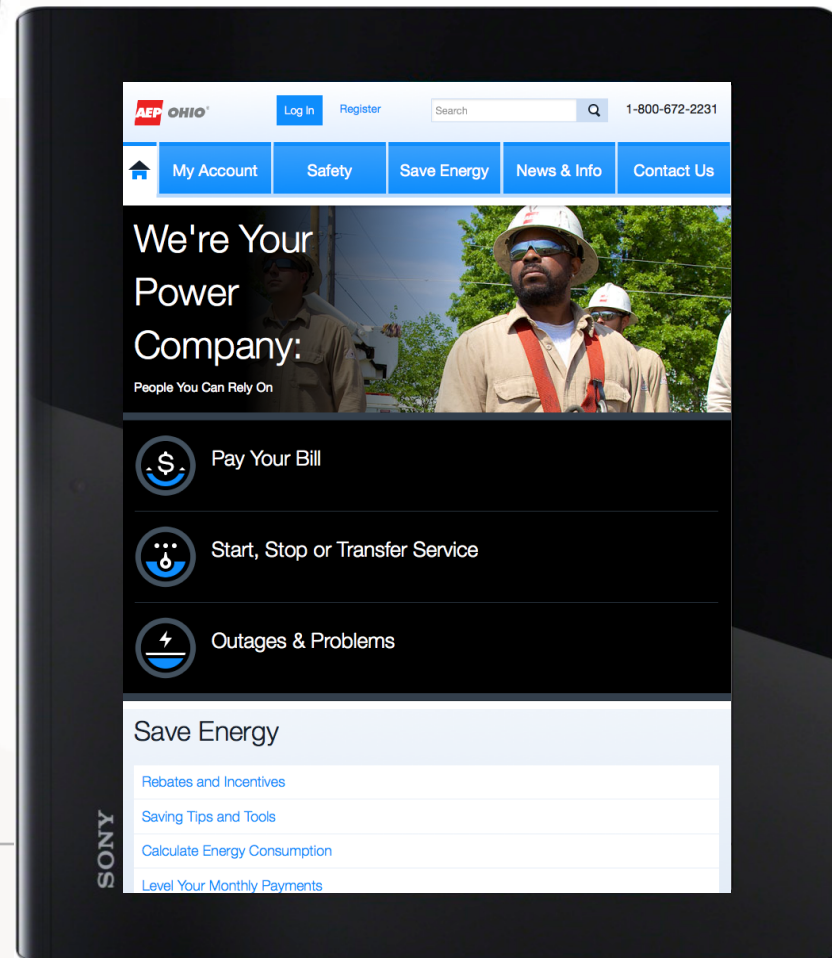
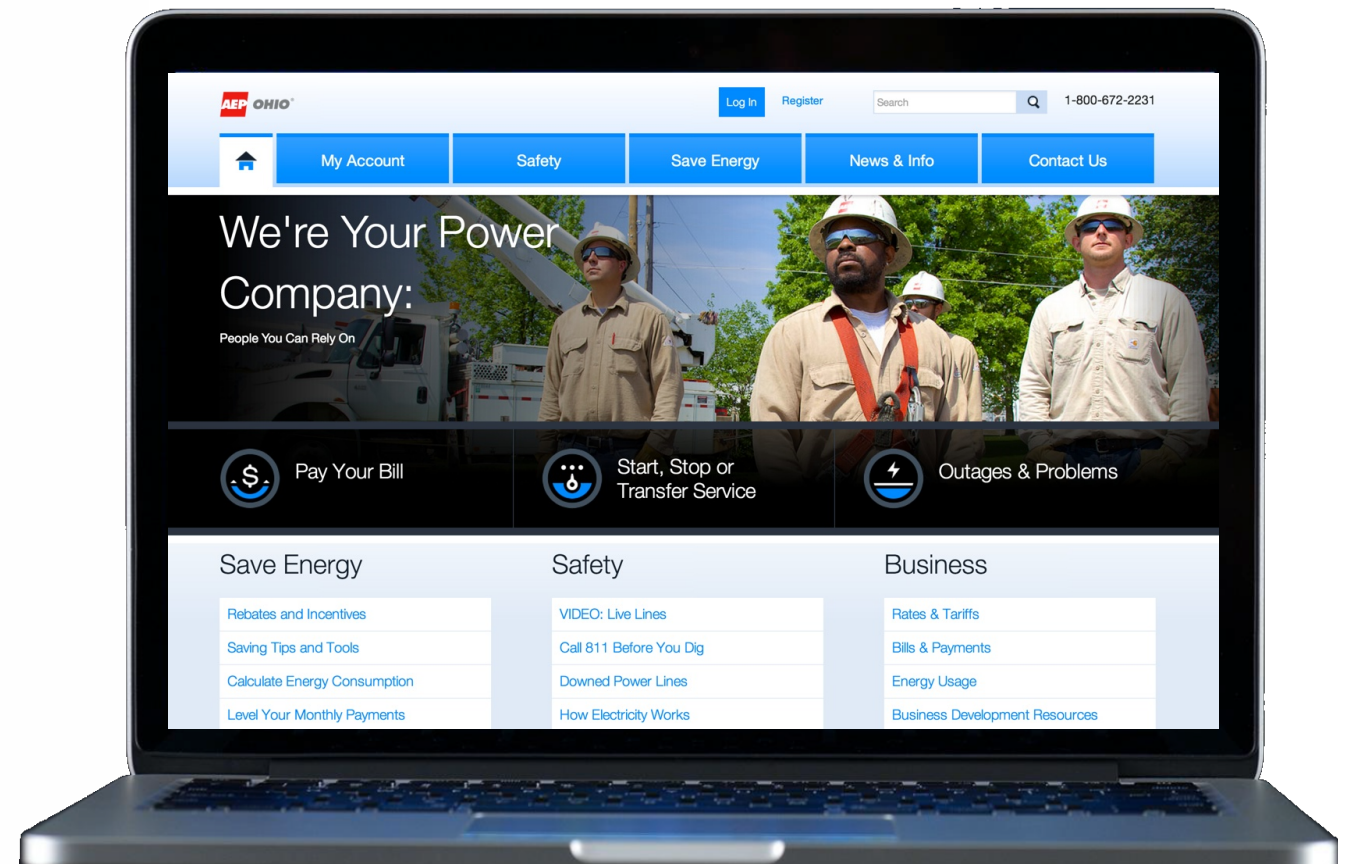
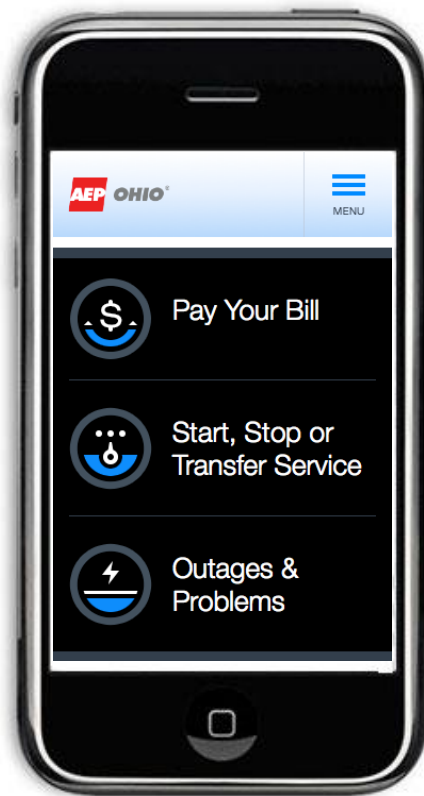


VIEW FULL SITE IS OBSOLETE



RESPONSIVE DESIGN





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Enhanced Customer Experience with Mobile





[My Account](#)
[Service Requests](#)
[Start, Stop & Transfer Service](#)
[Start Service](#)

Schedule Payment

Total Amount Due: \$103.00

Due Date: 5/24/2016

Start Service

1

2

3

4

Step 1: Where

Enter New Address

To begin, please enter the address where you need service. If you prefer, you can

Pay From:

* Checking - x1041

[Add](#)

Amount:

*

\$10,000 maximum per transaction.

Payment Date:

*

5/24/2016



Payments can take up to 2 business days to process.

Continue >

Cancel

[My Account](#)[Outages & Problems](#)[Report Power Outage](#)

Report an Outage

All inquiries through this automated system are monitored 24 x 7 x 365.

1

2

3

4

5

Step 1: Safety Hazard?

Safety Conditions

* Does the outage include a downed wire or [safety hazard condition](#)?

- ☐ Yes, a downed wire or safety hazard condition exists
- ☐ No
- ☐ I don't know

Continue >

Savings Incentive Programs

Rebates on energy efficient products & services

[Learn More >](#)

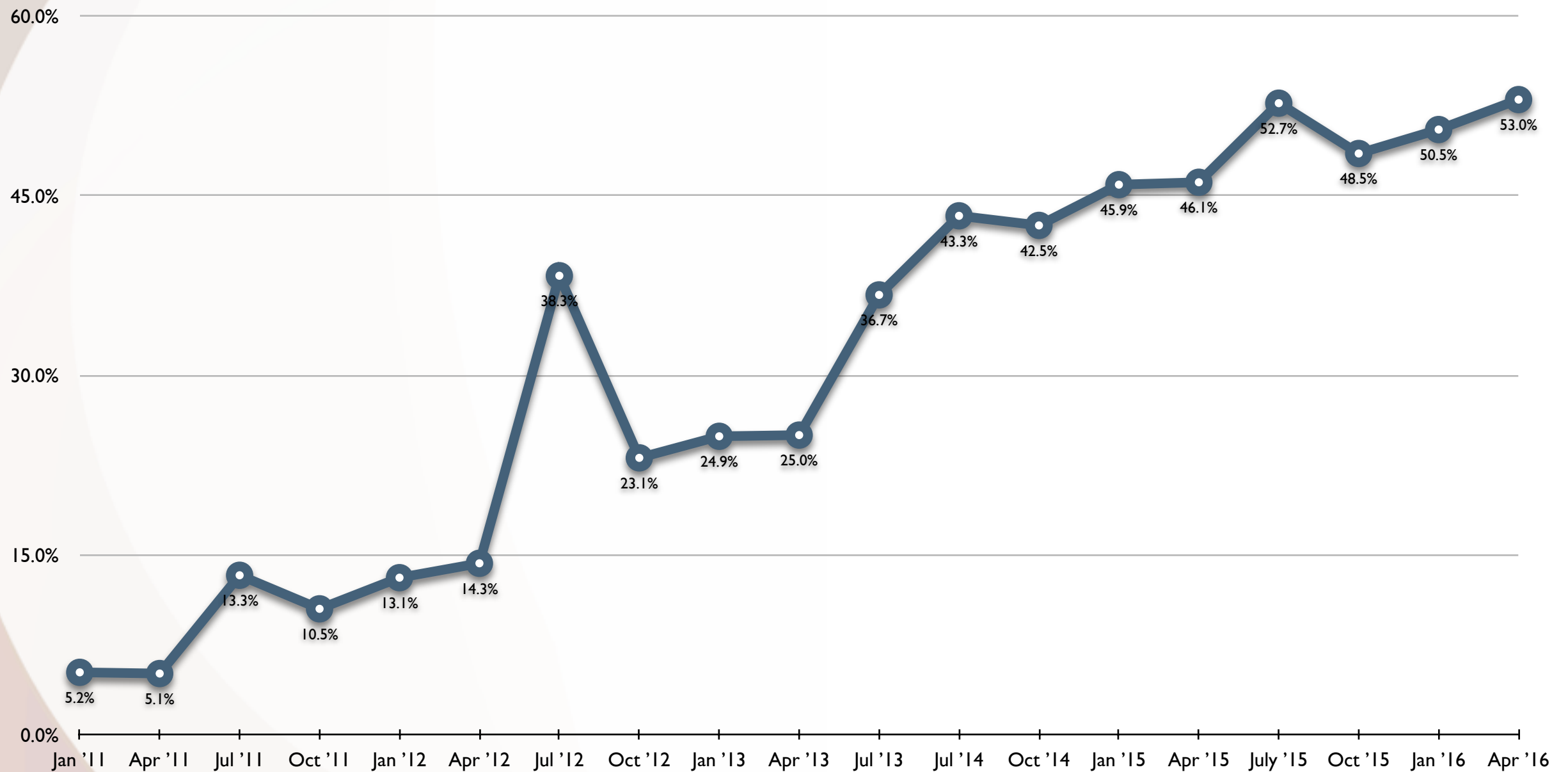
Also See [Business Energy Savings](#)

Learn Energy Efficiency



MOBILE TRAFFIC

Mobile Traffic as Percentage of Overall Web Traffic



Total Amount Due: \$103.00

Pay Your Bill ▾

You Are Enrolled in Auto Payments

Due Date: 5/24/2016

[View Bill](#)

Last Payment Received: (\$96.00)

4/22/2016 [Billing History](#)

Payment Options

[Free Payment \(w/ Paperless Billing\)](#) >

Requires two banking business days to appear on your account

- You are enrolled in paperless billing
- Free payment from your checking account

[Immediate Payment \(w/ \\$2.95 Fee\)](#) >

- Pay by electronic check, credit, debit, some ATM cards
- Payment is through AEP Ohio's partner BillMatrix. AEP Ohio will be notified immediately. [More details.](#)

Pay Your Bill

48% mobile

508,000 monthly unique page views



Schedule Payment

Total Amount Due:

\$103.00

Due Date:

5/24/2016

Pay From:

★

Checking - x1041

Add

Amount:

★

\$103.00

\$10,000 maximum per transaction.

Payment Date:

★

5/24/2016

31

Payments can take up to 2 business days to process.

Continue

>

Cancel

Working Around Home?

Paperless Payments

40% mobile

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Start Service

1 2 3 4 5

Step 1: Where

Find Address

Confirm Address

Details

Enter New Address

To begin, please enter the address where you need to start service. If you prefer, you can [Enter your meter number](#) of your new address.

Address 1

* 5554 E. 5th Ave

Address 2

City

* Columbus

State

* Ohio

ZIP Code

* 43288

Start Service

56% mobile



Transfer Your Service



Step 2: Moving To

Find Address

Confirm Address

Mailing Address

Enter New Address

Next, tell us where you're moving to.

If you prefer, you can [Enter your meter number](#) of your new address.

Address 1

* 1234 Main Street

Address 2

City

* Columbus

State

* Ohio

ZIP Code

* 43299

Transfer Service

52% mobile



Appliance Rebate Program

Get your rebate now to start saving at home.



Make your life easy with energy savings:

- **Simple discounts.** Earn cash-back rebates from your new ENERGY STAR appliances.
- **Long-lasting savings.** Save big on monthly energy costs.
- **Reliable comfort.** Improve your home with high-performing appliances.
- **Smart investments.** For just a little more money, you save a lot of energy.

Want to mail in your rebate?

Download one of the forms below to get your rebate.



[ENERGY STAR® certified electric heat pump water heaters — \\$500](#)

Appliance Rebates

45% mobile



Report an Outage

All inquiries through this automated system are monitored 24 x 7 x 365.



Step 4: Provide Details

Create Outage Ticket

Service address starts with:

2780 B*****

Home Phone:

614-*****

Contact Information

Contact Name:

* ERIC DAVIS

Contact Phone Number:

* 614-555-1212

Best callback number to reach you during the outage.

Overall Outage Information

* Select the option that applies or best describes the situation:

☐ All out

☐ Part out

Report Outage

90% mobile



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Today during major storms
90%
of all web traffic on comes from
mobile devices.



DESIGNING FOR MOBILE

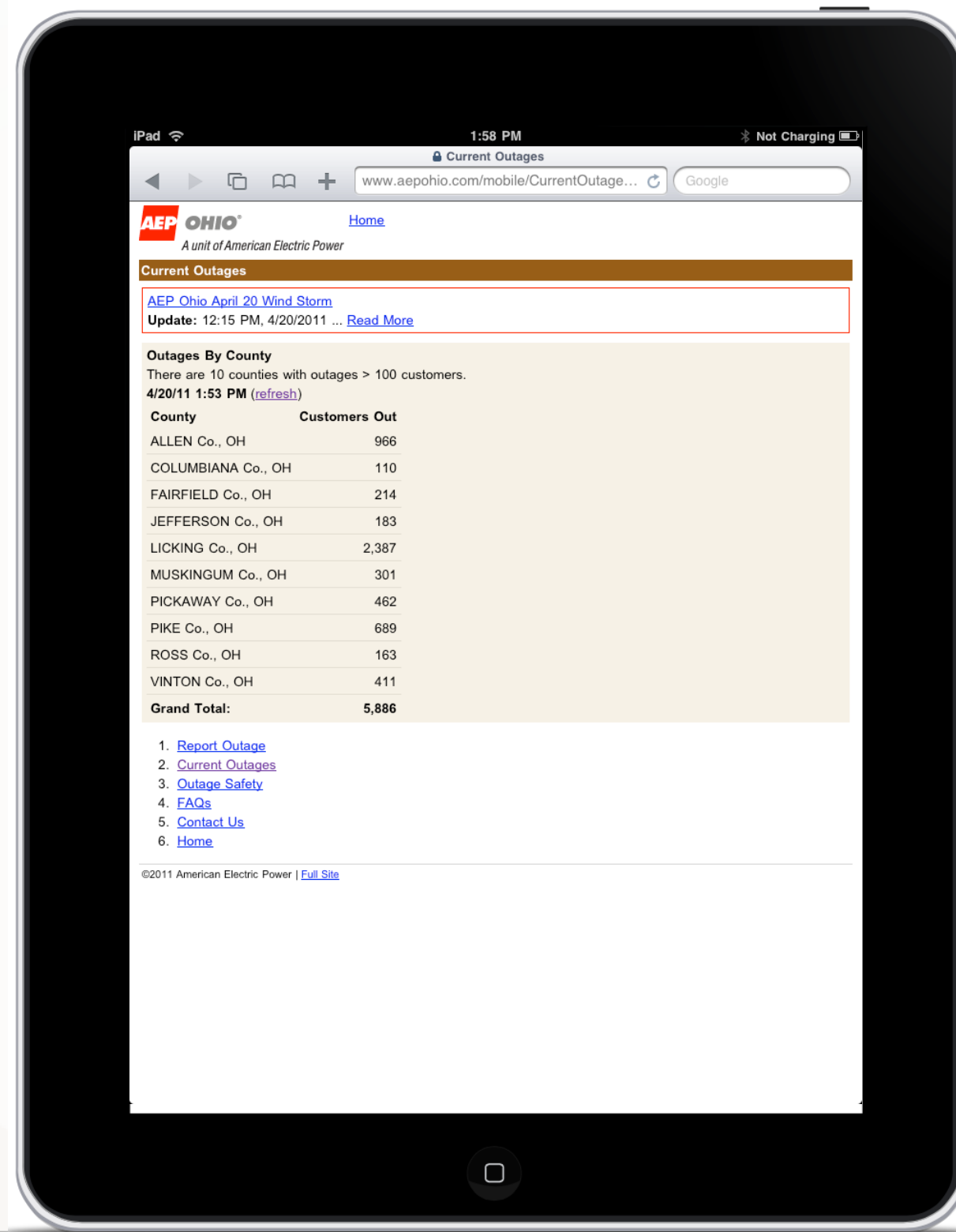
(Designing for **humans** using small gadgets)



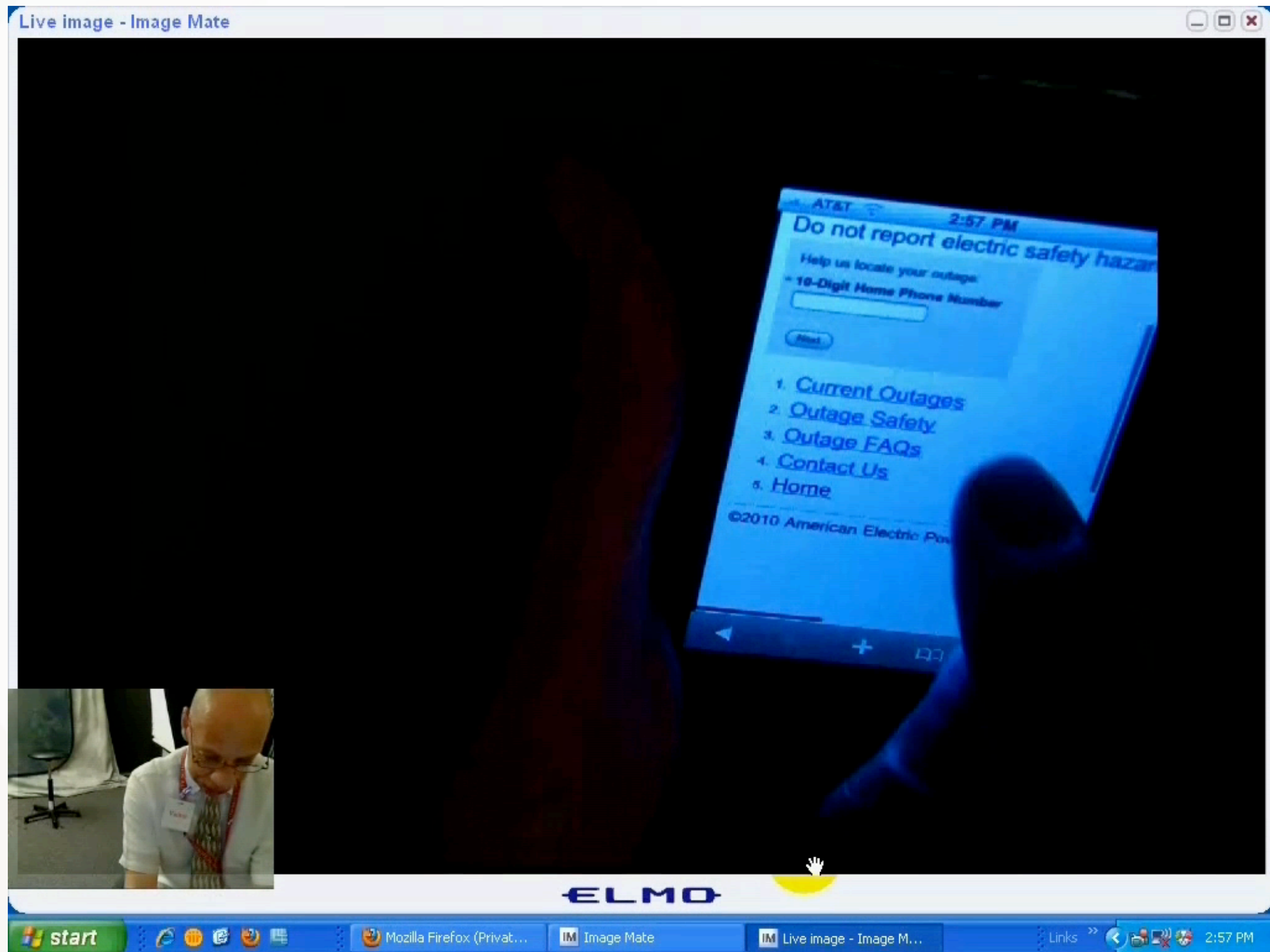
MOBILE OPTIMIZED

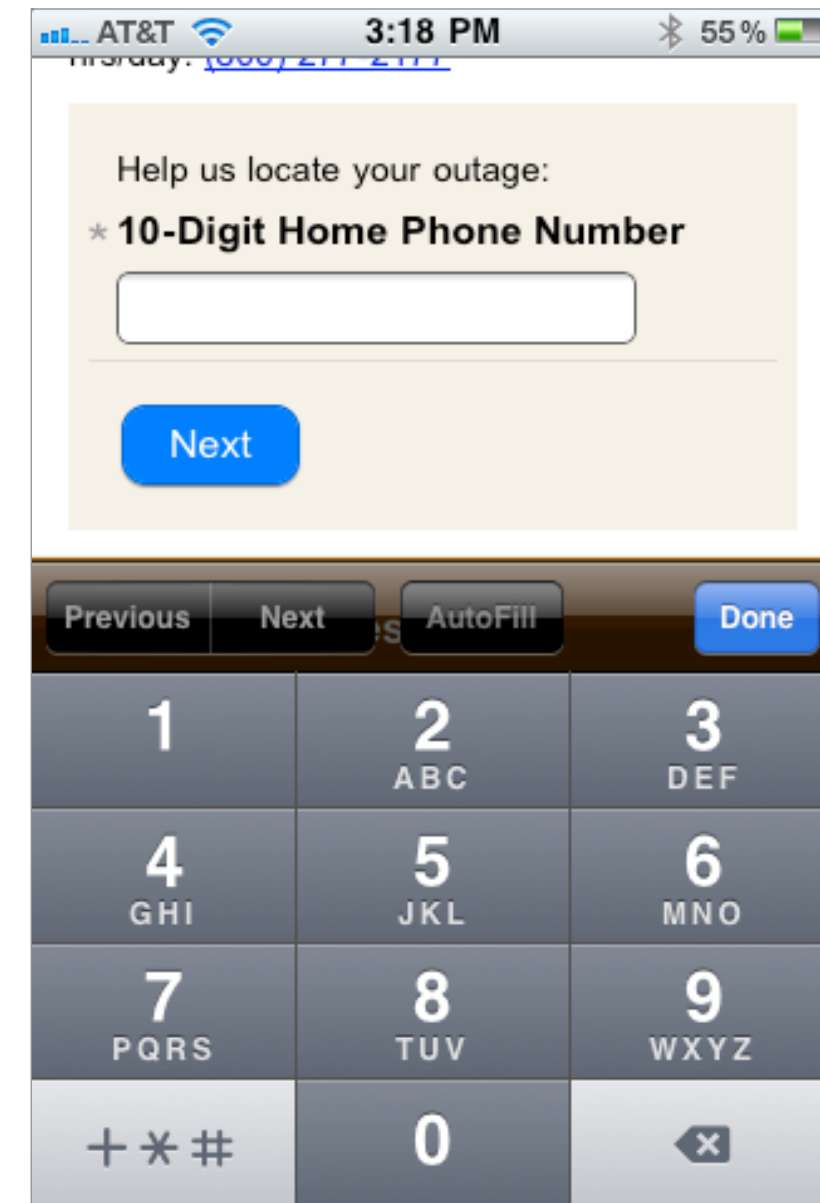
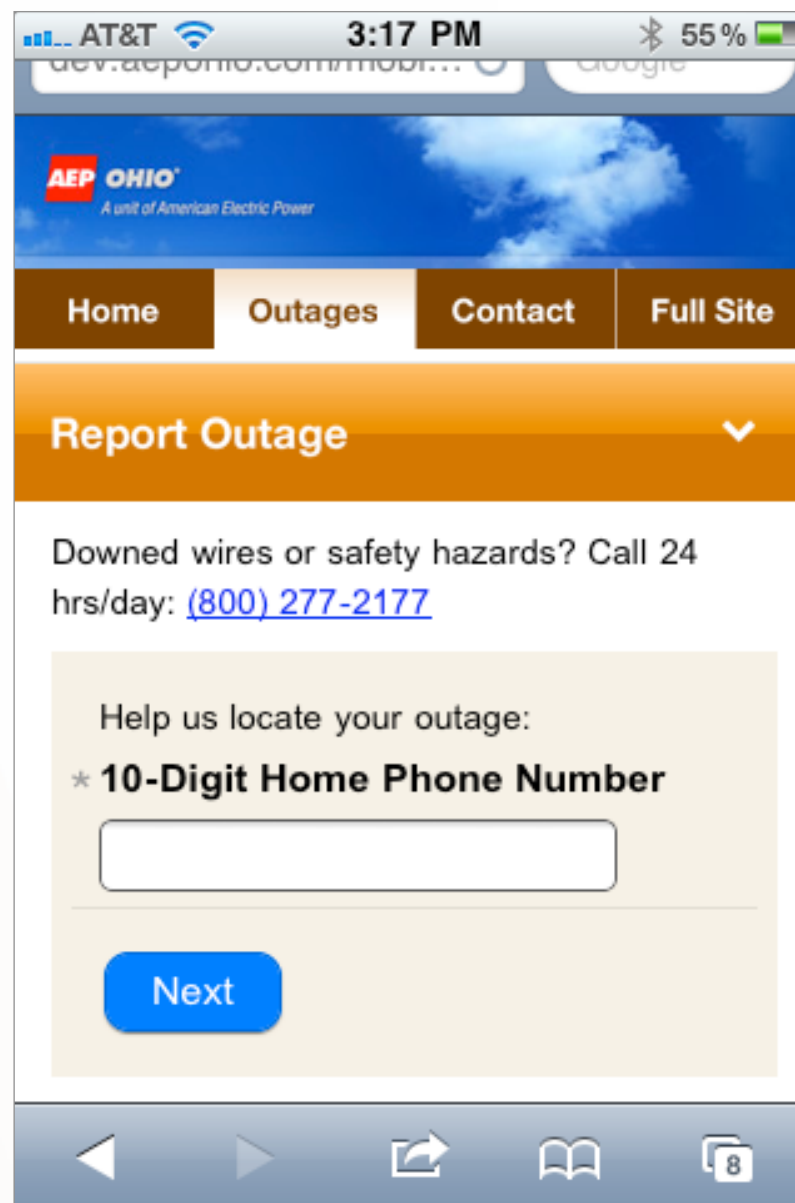
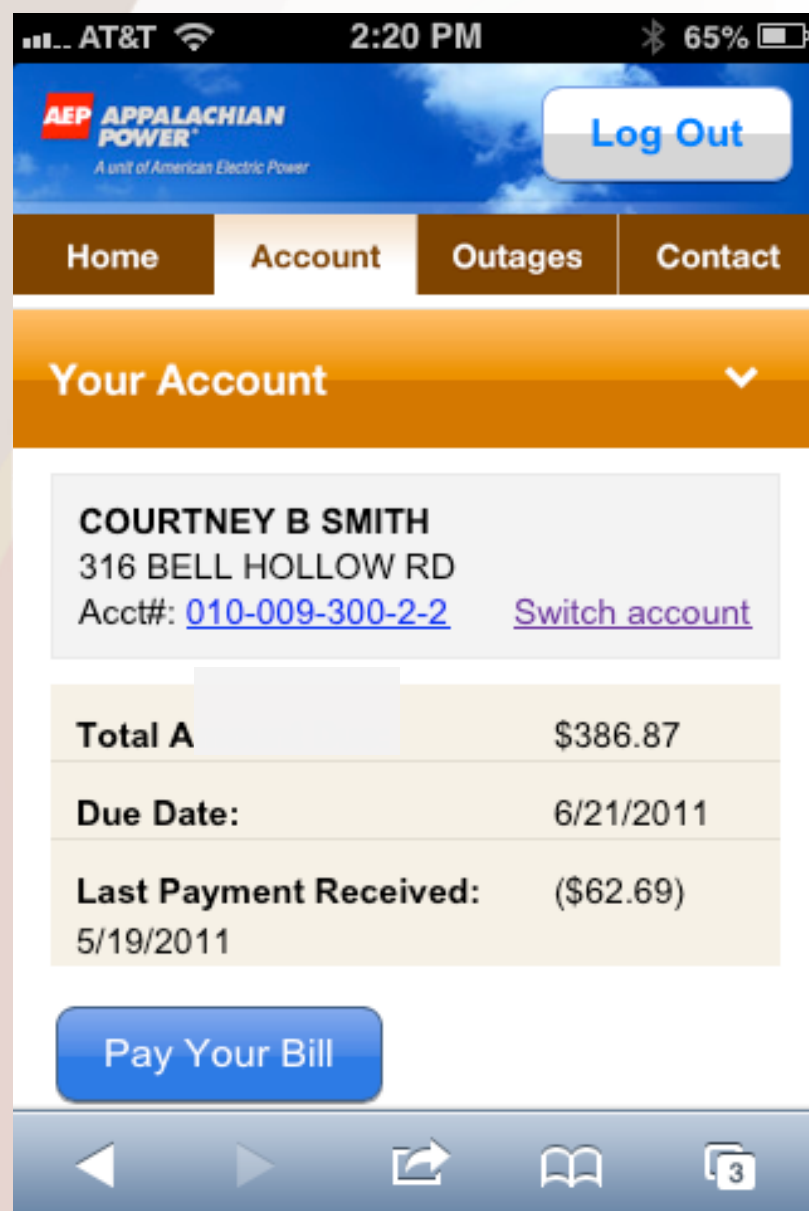


MOBILE OPTIMIZED?



OK, NOT REALLY MOBILE OPTIMIZED





MINIMIZE TEDIOUS INTERACTIONS



DESIGN FOR THE HUMAN FINGER at least 44 px



AT&T 1:52 PM 87%

myaccountregistration.com

myAccount Registration

Registration requires information from a current bill.

Account Number ?

Enter your Account Number

Continue

Contact Us | Terms - Conditions | Privacy Policy

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M

123 456 789 0

space Go

AT&T 1:54 PM 86%

aepohio.com

Step 1: Find Your Account

Register

Find Your Account

Phone Number:

*

Continue >

OR, if you prefer, you may [search by account number.](#)

< AutoFill Done

1 2 3

4 5 6

7 8 9

0



AT&T 1:57 PM 85%

Email Address
Email Address:

Confirm Email Address:

☒ Yes, I do wish to receive energy tips e-newsletter.

Create Account Cancel

< > AutoFill Done

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ↵
123 😊 🎤 space Go

AT&T 1:55 PM 86% aepohio.com

Send an Email

* Category: Feedback

Email Address:

* Confirm Email Address:

* First Name:

< > AutoFill Done

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ↵
123 😊 space @ . Go

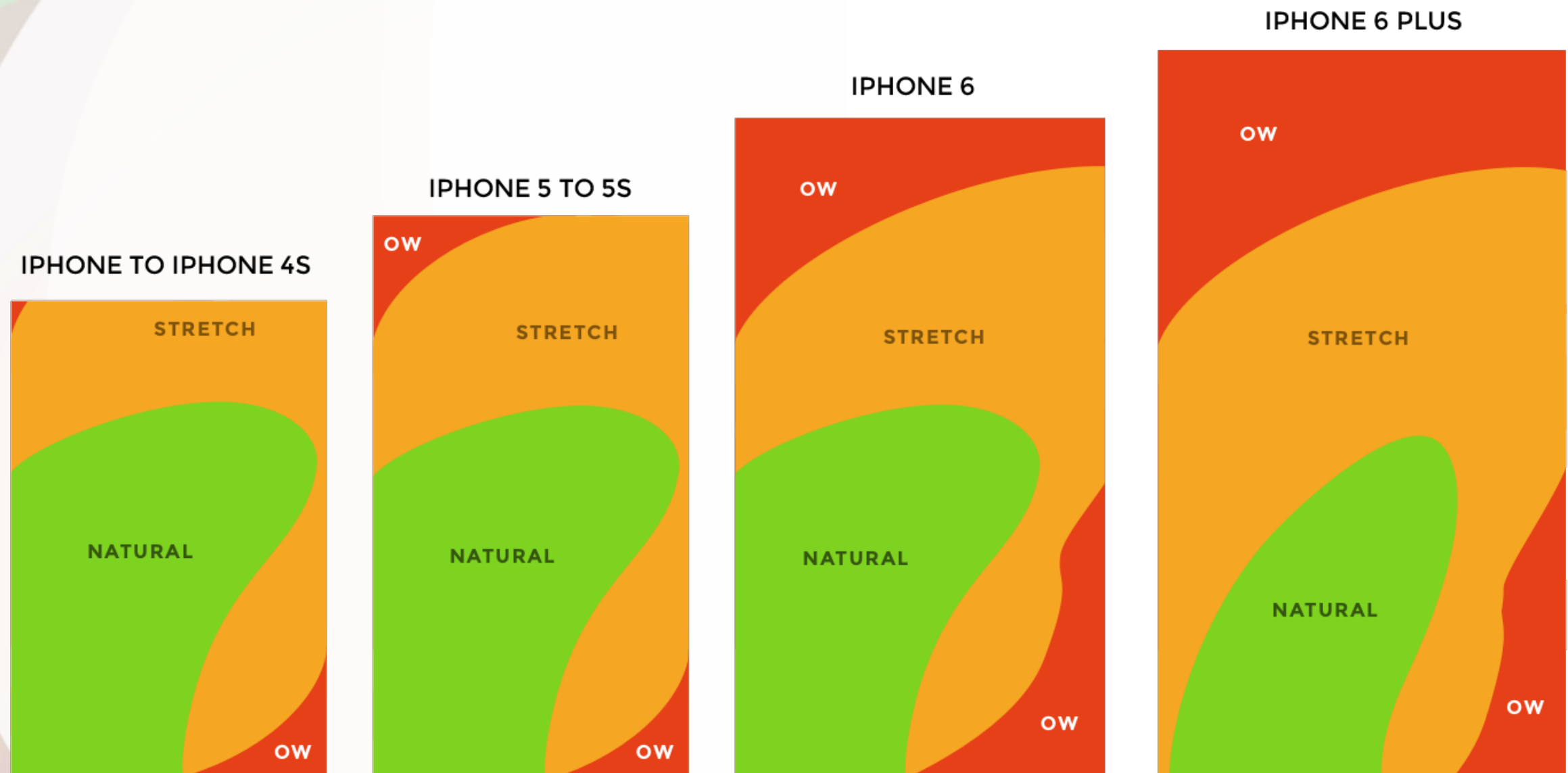
DESIGN FOR THE HUMAN THUMB



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Enhance Customer Experience with Mobile





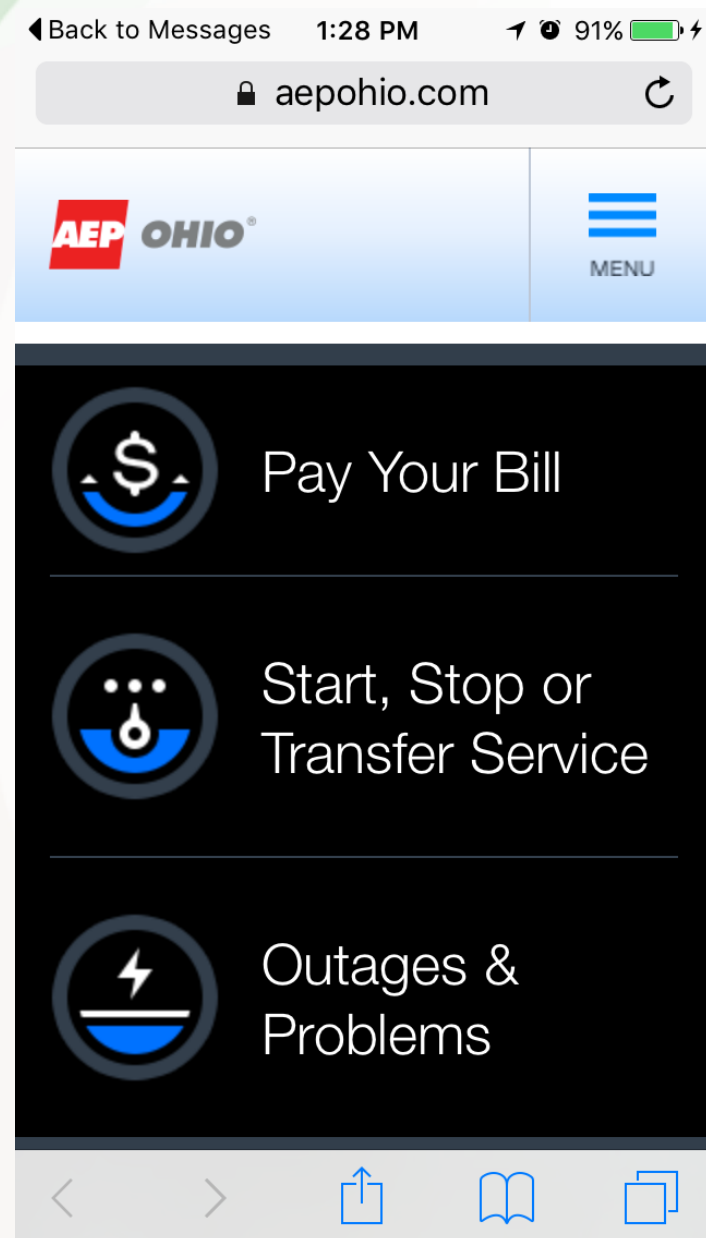
<http://scotthurff.com/posts/how-to-design-for-thumbs-in-the-era-of-huge-screens>



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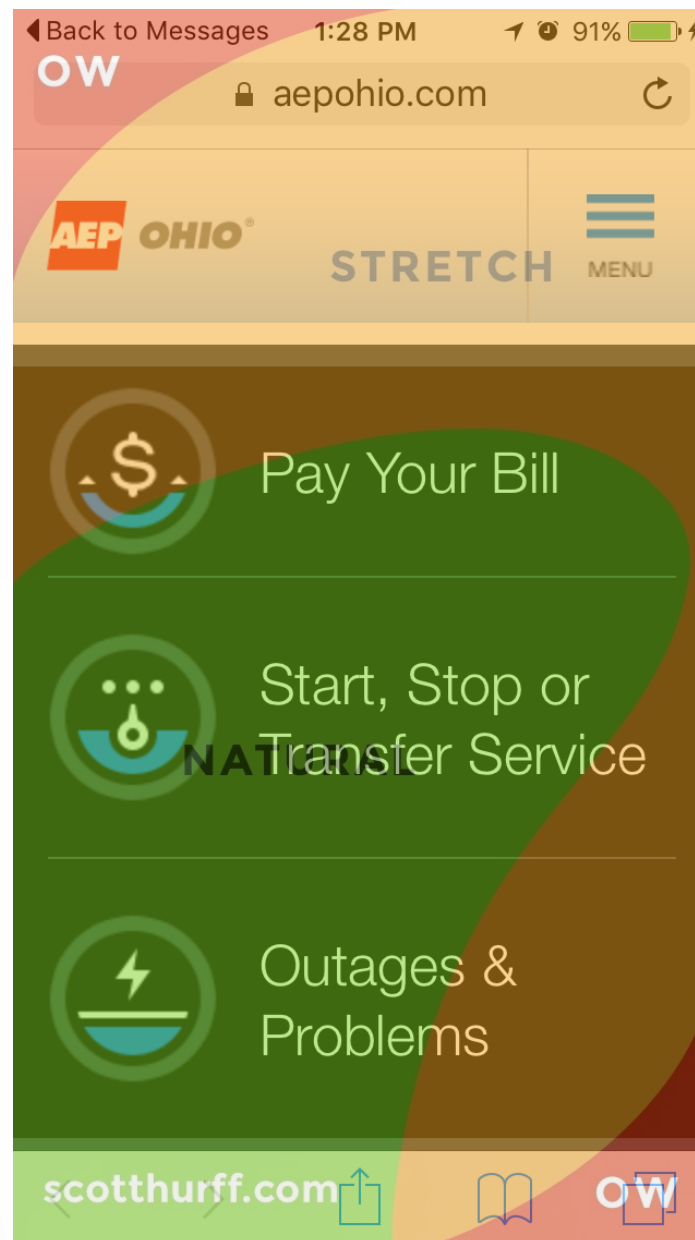
Enhance Customer Experience with Mobile





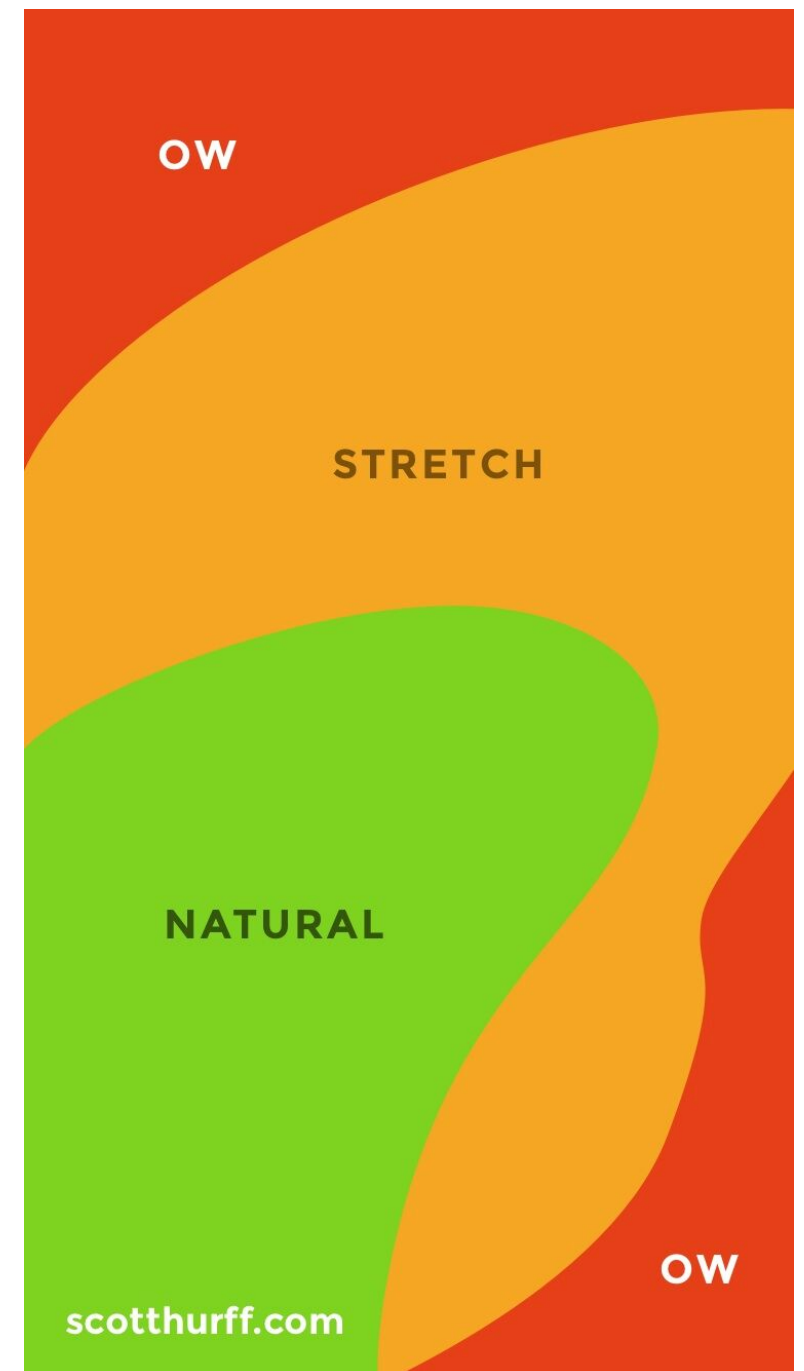
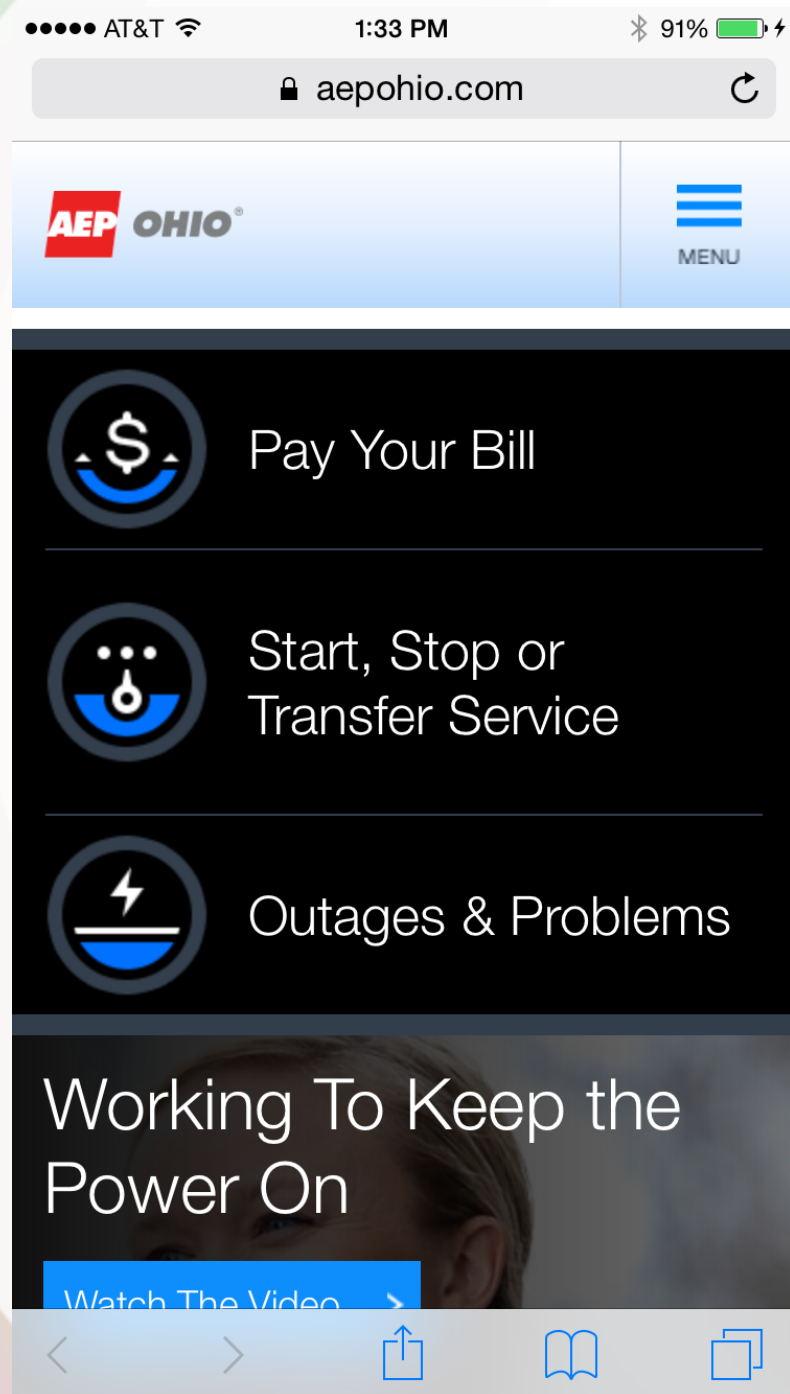
iPhone 5 / 5s





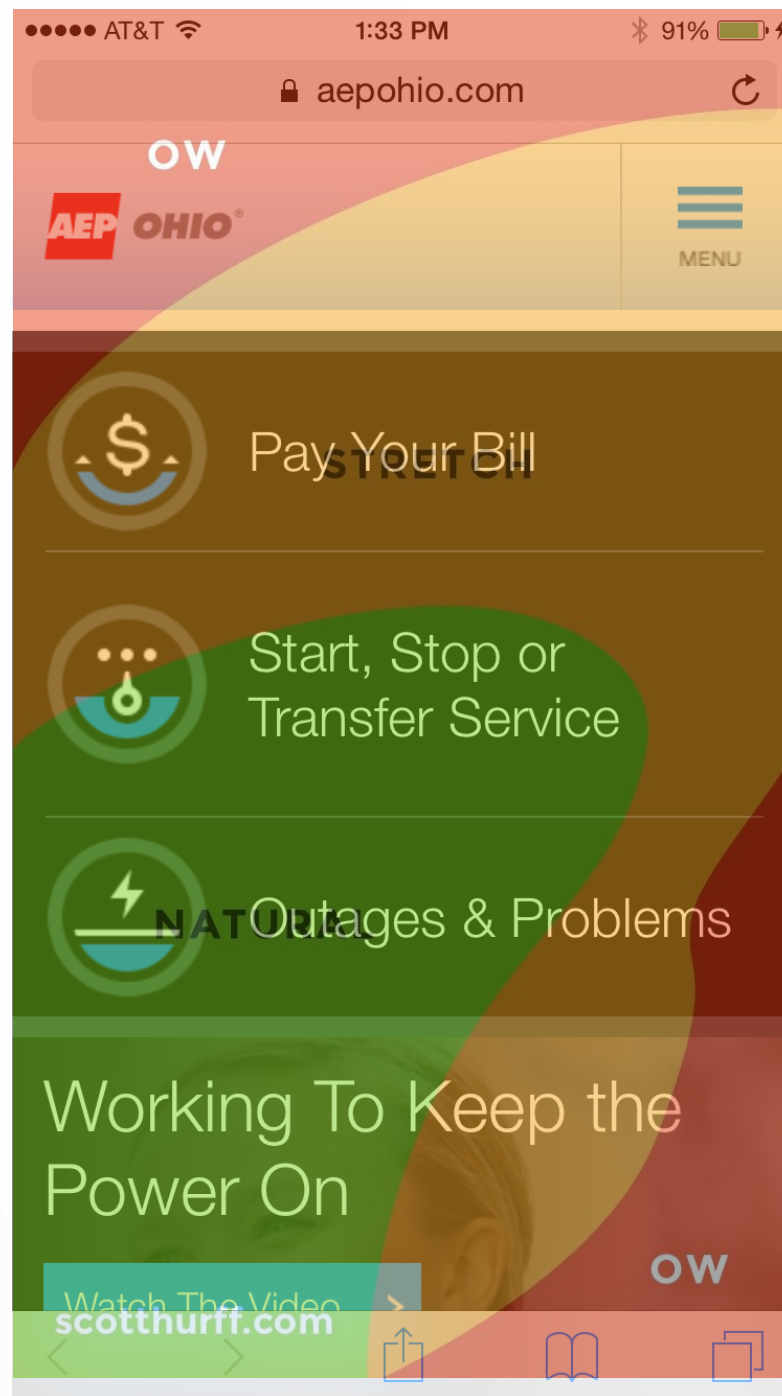
iPhone 5 / 5s





iPhone 6





iPhone 6



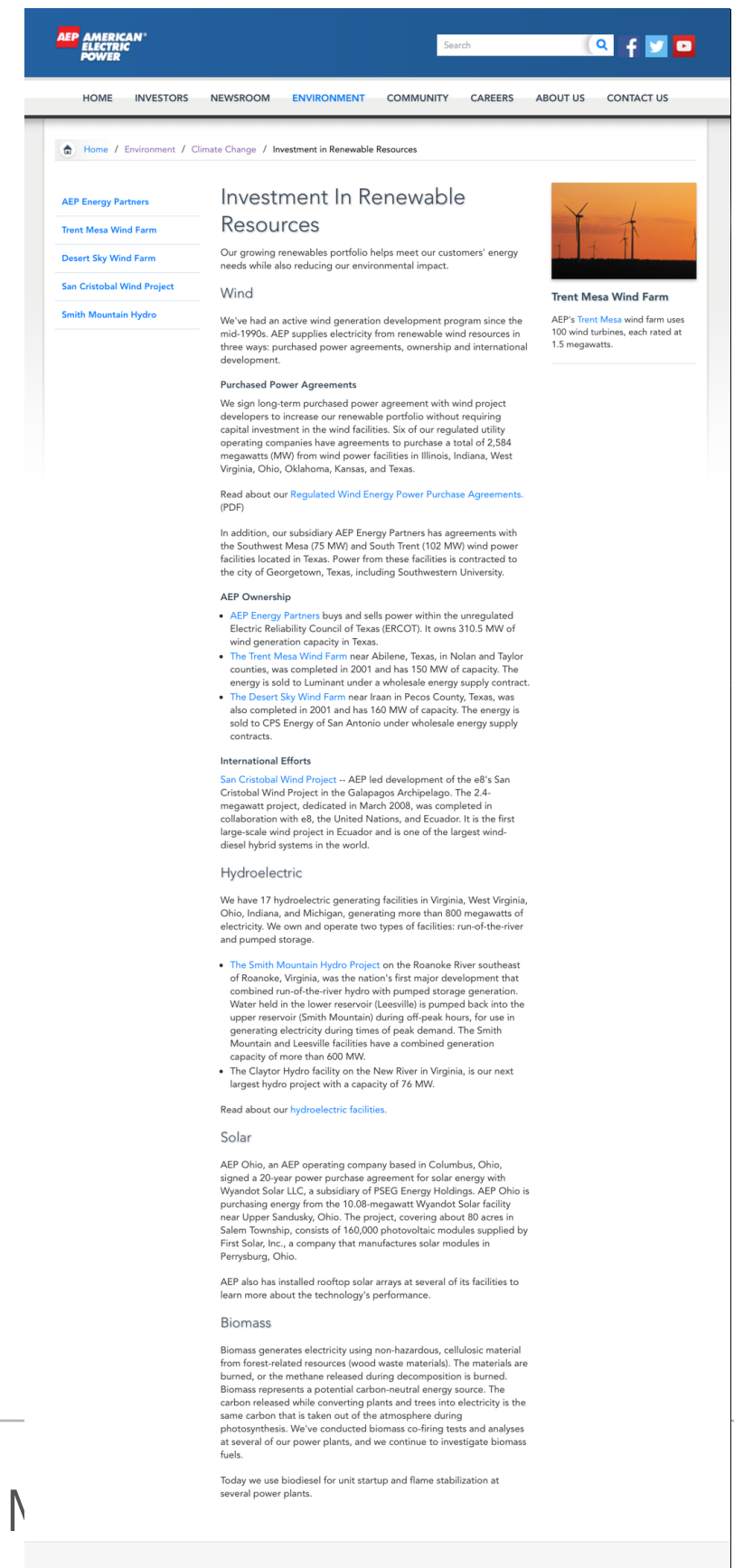
Igniting Ideas 2016

Enhance Customer Experience with Mobile



CONTENT

- Cut everything you can.
- Why are you writing?
EVERY word
- Mobile abandonment almost guarantees a phone call.



Igniting Ideas 2016

Enhance Customer Experience with M

CONTENT

- Cut everything you can.
- Why are you writing?
EVERY word
- Mobile abandonment almost guarantees a phone call.

PEOPLE DON'T READ



CONTENT AUDIT

	A	B	C	D	E	F	G	H	I	J	K	L
1												
2												
3	Page ID	Page Name	Source Content	Notes	Content Type(s)	Accurate?	Timely?	Web Writing Standards?	Meets User Needs?	Meets Bus Needs?	Rank Top 100?	Candidate pruning consolidat
12	2.0	Investors	http://www.aep.com/investors/	Lots of busy-ness going on on this page. Stock performance table, video (Century of Dividends), PDFs (2011 Fact Book), links to Proxy Statement & Appendix, 2011 Corporate Accountability Report (Sustainability), news articles; question: Do we need two links to the Corporate Accountability Report; this page has buttony graphics	Text blocks, table of stock performance, links, video,	Mostly	Most, except Century of Dividends video talks about 400 consecutive earnings releases	Yes	Yes	Yes	NA	No
13	2.1	Buy and Manage AEP Stock	http://www.aep.com/investors/buyandmanagestock/	This page was rewritten to be more web friendly, although for the non AEP shareholder, the "or" needs to be embedded along with the steps 1 and 2 above; the design elements may be preventing this. This page was rewritten to be more web friendly, although for the non AEP shareholder, the "or" needs to be embedded along with the steps 1 and 2 above; the design elements may be preventing this. Body has email link to launch/new win to Computershare e-mail page; Buy Stock and Manage Your Stock Account launch to Computershare home page; Subscribe to E-mail Alerts launches to http://www.aep.com/investors/newsreleasesandemailalerts/emailAlerts/ .	Owned elsewhere	Yes	Yes	Yes	Yes	Yes	51	No
14	2.1.1	Buy Stock at Computershare	http://www.computershare.com/us/pages/default.aspx	Launch/new window to Computershare home page (page used to differ from Manage Stock at Computershare). Wondering how this will render when we go to Responsive.	Owned elsewhere	Not sure, assumed	Not sure, assumed	No	Yes	Yes	NA	No
15	2.1.2	Manage Stock at Computershare	http://www.computershare.com/us/pages/default.aspx	Launch/new window to Computershare home page; (page used to differ from Buy Stock at Computershare) Now the same page as Buy Stock at Computershare.	Owned elsewhere	Not sure, assumed	Not sure, assumed	No	Yes	Yes	NA	No
16	2.1.3	Analyst Coverage	http://www.aep.com/investors/buyandmanagestock/analystCoverage.aspx	Nothing really to do with this	Table	Not sure, assumed	Not sure, assumed	Yes	Yes	Yes	NA	No
17	2.1.4	FAQs: Buy & Manage Stock	http://www.aep.com/investors/buyandmanagestock/faq.aspx	Six separate bullet lists/questions with jumps deeper into page. Very lengthy, hard to read. The information is useful, however. For example, information about How to get started with direct purchase of AEP stock is a pretty important question. Rewriting this could make it easier to digest And, placing it on the may Buy and Manage AEP Stock page might work.	Body text with jumps	Not sure, assumed	Not sure, assumed	No	Yes	Unsure	NA	No
18	2.2	Stock History & Dividends	http://www.aep.com/investors/stockhistoryanddividends/	Needs lead-in descriptor text for Stock Splits, Dividends & Subscriptions on the History and Dividends web site. Also contains a link to the Century of Dividends video that talks of our 400	Link headings and brief descriptor text.	Yes	No	Yes	Yes	Yes	22	Yes



FORMS

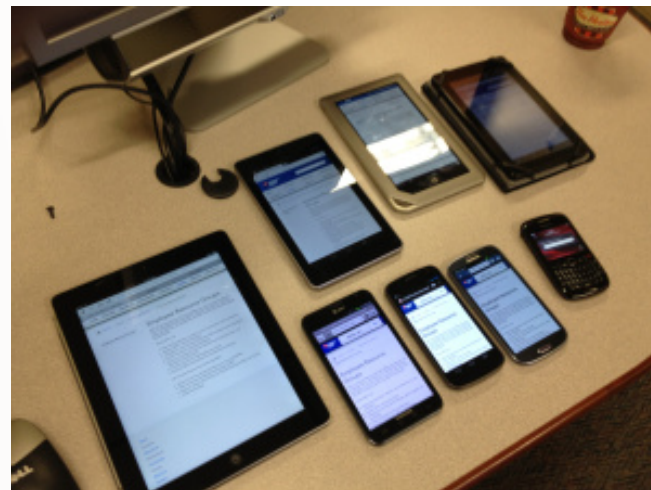
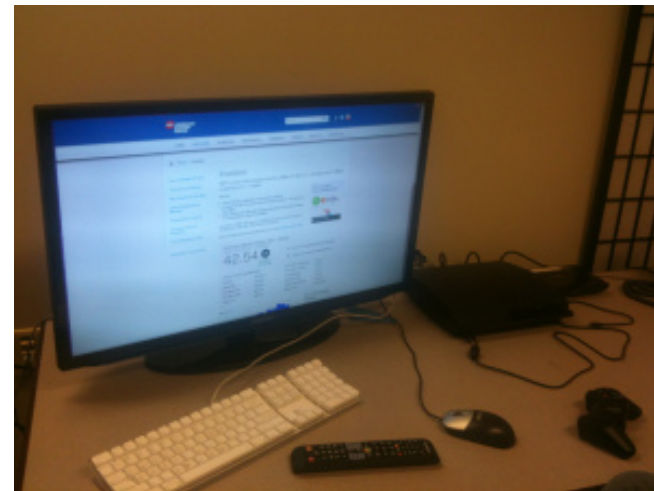
- Cut everything you can.
- Why are you asking?
EVERY field
- Mobile abandonment almost guarantees a phone call.

The screenshot shows the AEP Ohio website interface. At the top, there is a blue header with the AEP Ohio logo and a menu icon. Below the header, a breadcrumb trail reads 'Builders & Contractors' and 'Permanent Service: New Business'. The main heading is 'Permanent Service', followed by 'Permanent Service for a New Business'. A paragraph explains: 'Please use this form to request service for a newly-constructed business facility.' A link is provided: 'Also see information on our [Requirements For Electrical Service](#).' Below this is a form titled 'Customer Information' with the following fields: 'Email address:' with a required field indicator (star), 'Customer name:' with a required field indicator (star), a checkbox for 'Is this a legally registered name?', 'Additional customer name (store #, asset#, etc.):', 'Site address:' with a required field indicator (star), 'City:' with a required field indicator (star), and 'State:'.

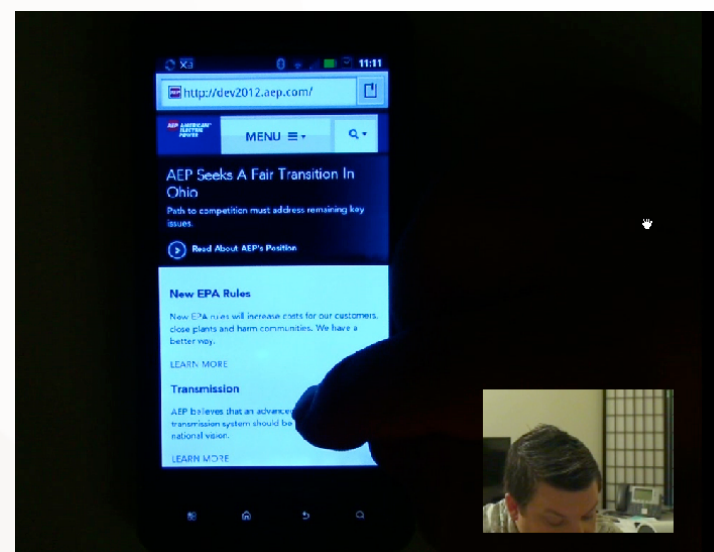
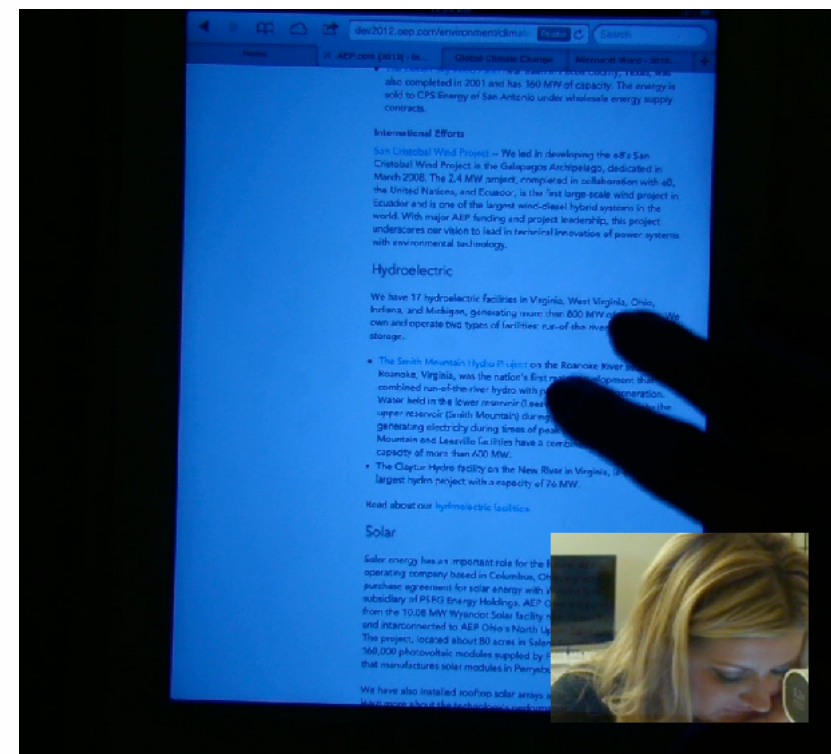
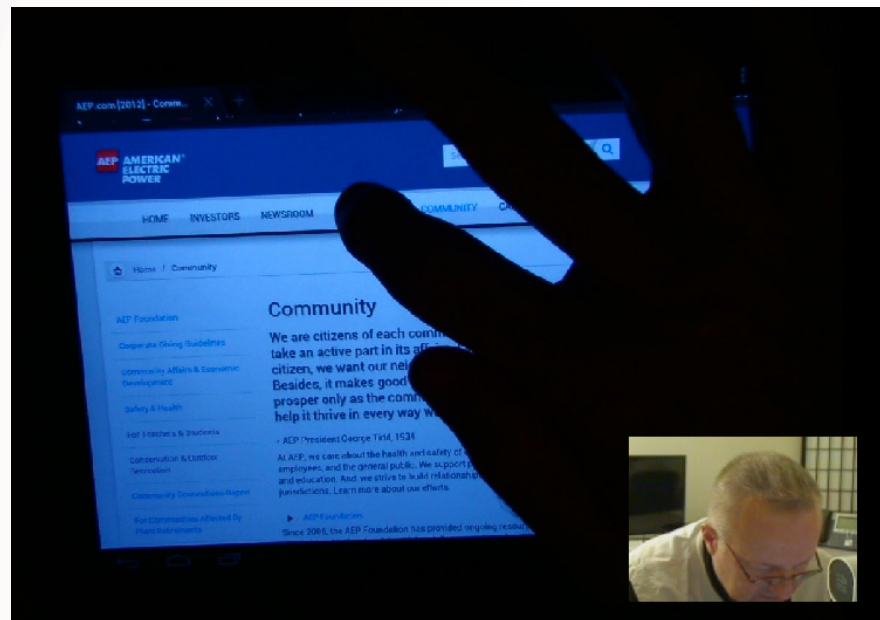




USABILITY TEST ACROSS DEVICES



USABILITY TEST ACROSS DEVICES

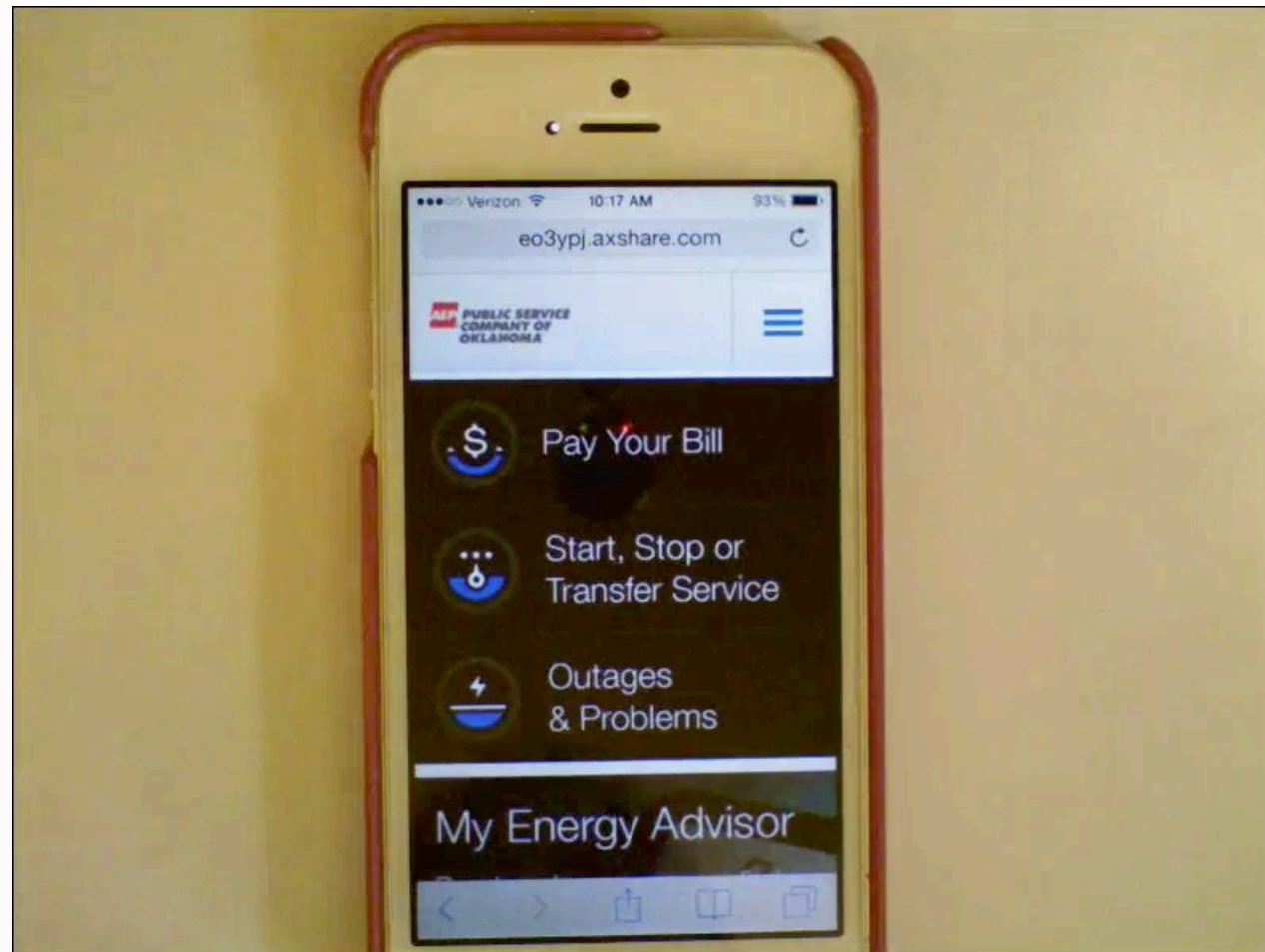


Igniting Ideas 2016

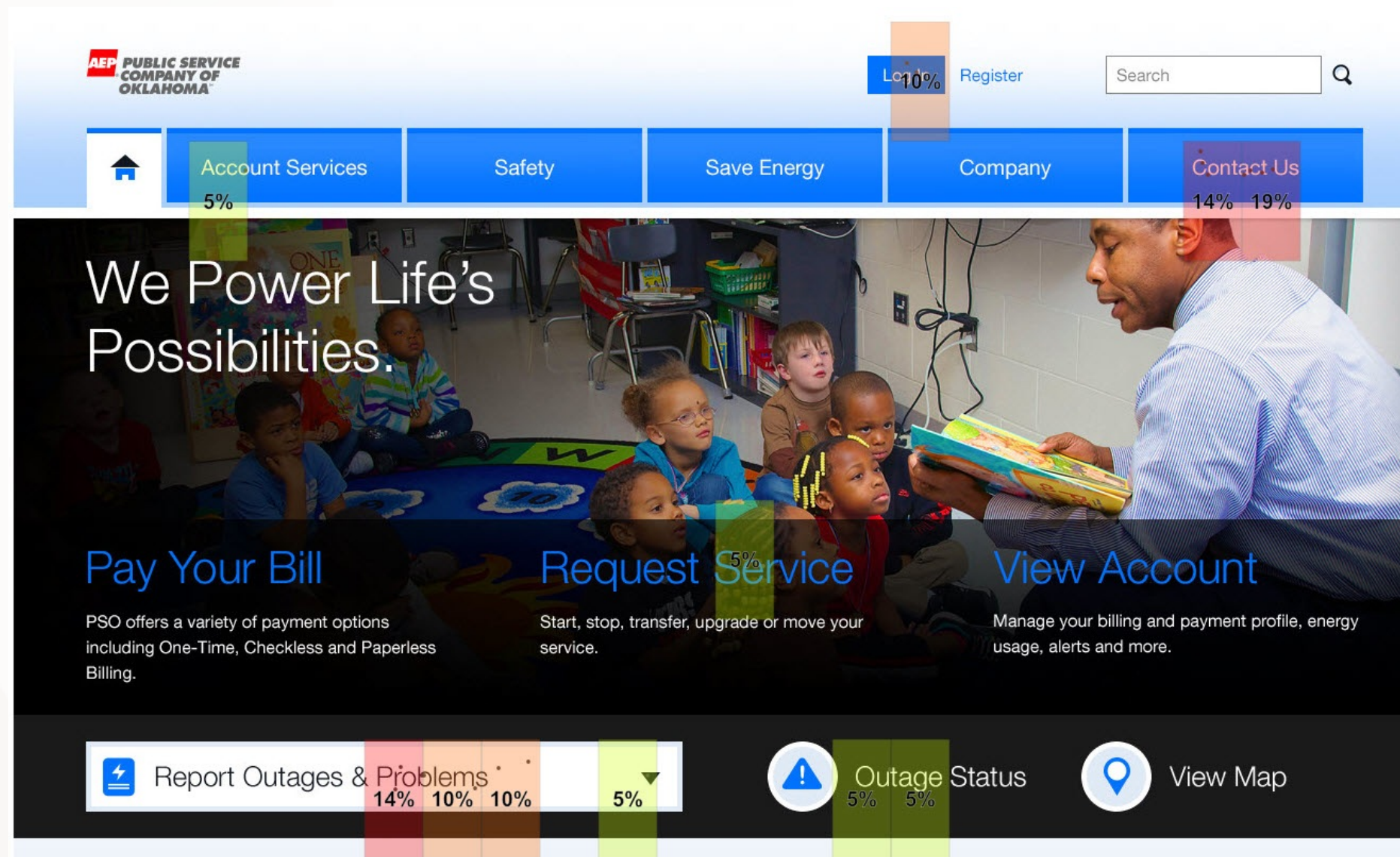
Enhance Customer Experience with Mobile



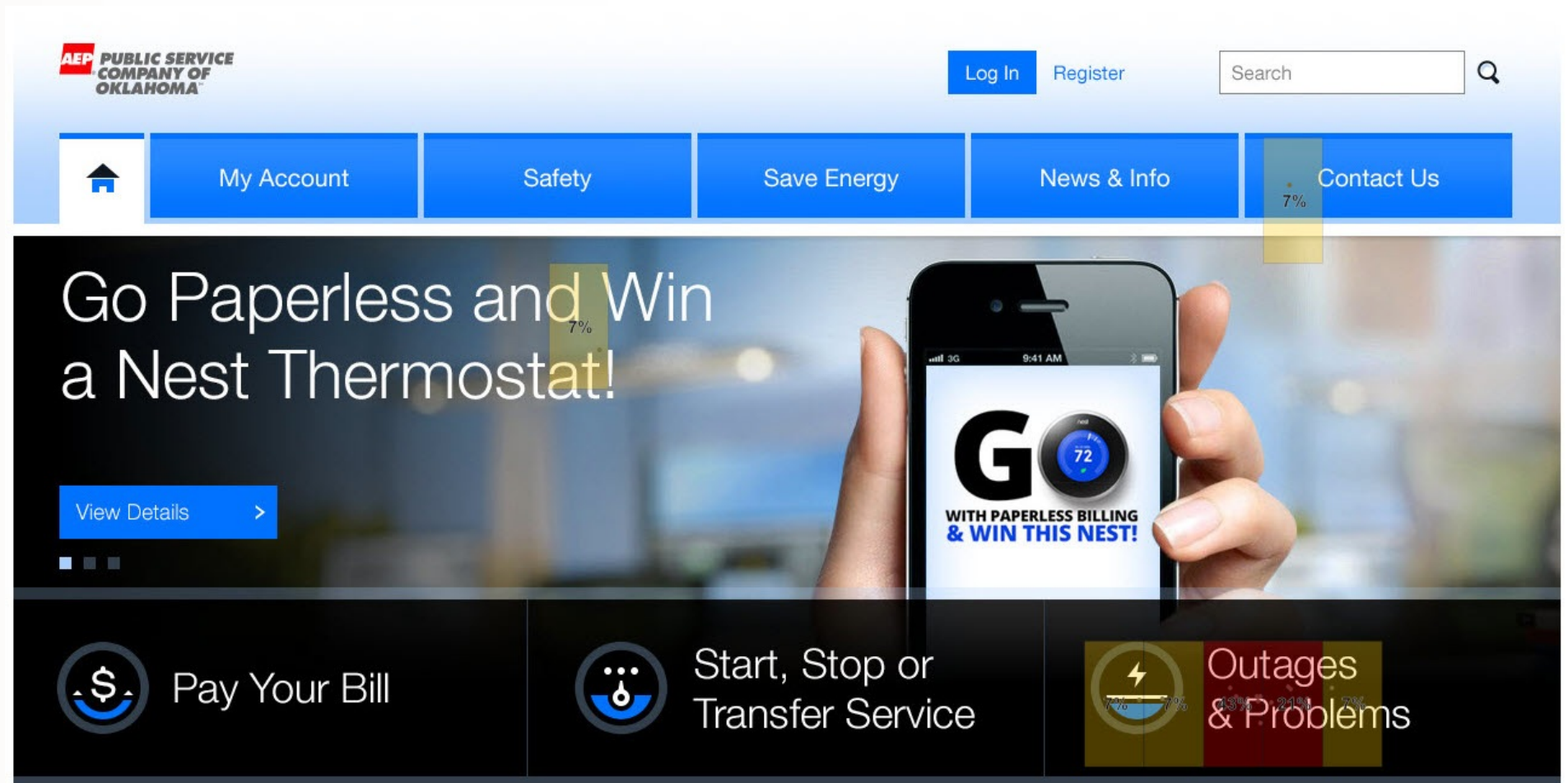
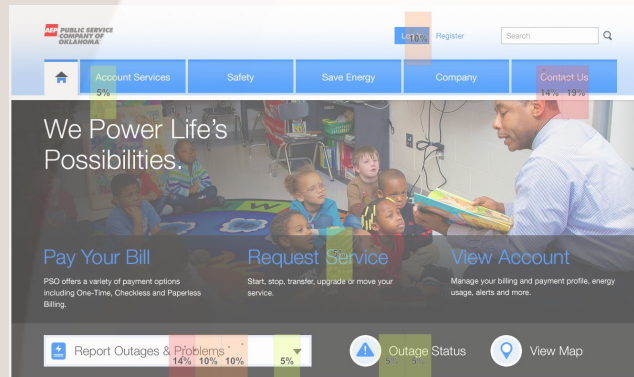
USABILITY TEST ACROSS DEVICES



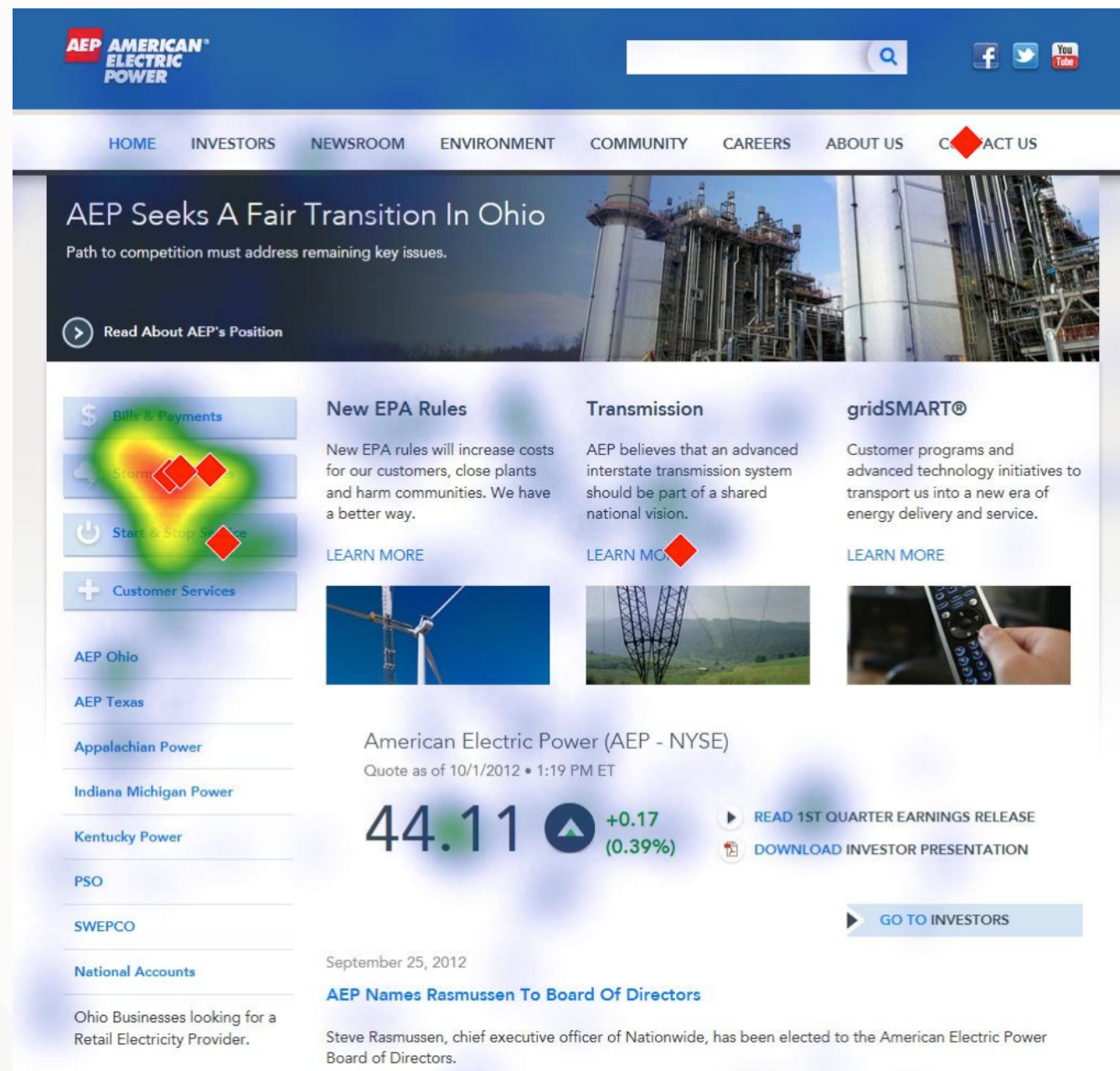
ITERATE AND TEST YOUR DESIGNS



ITERATE AND TEST YOUR DESIGNS



EYETRACKING



BEWARE OF BANNERS

The screenshot shows the AEP website with several elements highlighted by red circles and lines, suggesting a focus on specific content or navigation paths. The highlighted elements include:

- The AEP logo and navigation menu (HOME, INVESTORS, NEWSROOM, ENVIRONMENT, COMMUNITY, CAREERS, ABOUT US, CONTACT US).
- The "A Shared National Vision" banner with the text: "We believe that an advanced interstate transmission should be part of a shared national vision." and a link to "Learn More About AEP's Plans".
- The "Bills & Payments" section.
- The "Storms & Outages" section.
- The "Start & Stop Service" section.
- The "Customer Services" section.
- The "New EPA Rules" section.
- The "Transmission" section.
- The "gridSMART" section.
- The "AEP Ohio" link.
- The "AEP Texas" link.
- The "Appalachian Power" link.
- The "Indiana Michigan Power" link.
- The "Kentucky Power" link.
- The "PSO" link.
- The "SWEPCO" link.
- The "National Accounts" link.
- The "Ohio Businesses looking for a Retail Electricity Provider." link.
- The "AEP Retail Energy" link.
- The "American Electric Power (AEP - NYSE)" stock quote section showing a price of 39.84 and a change of +0.32 (0.84%).
- The "News & Announcements" section.

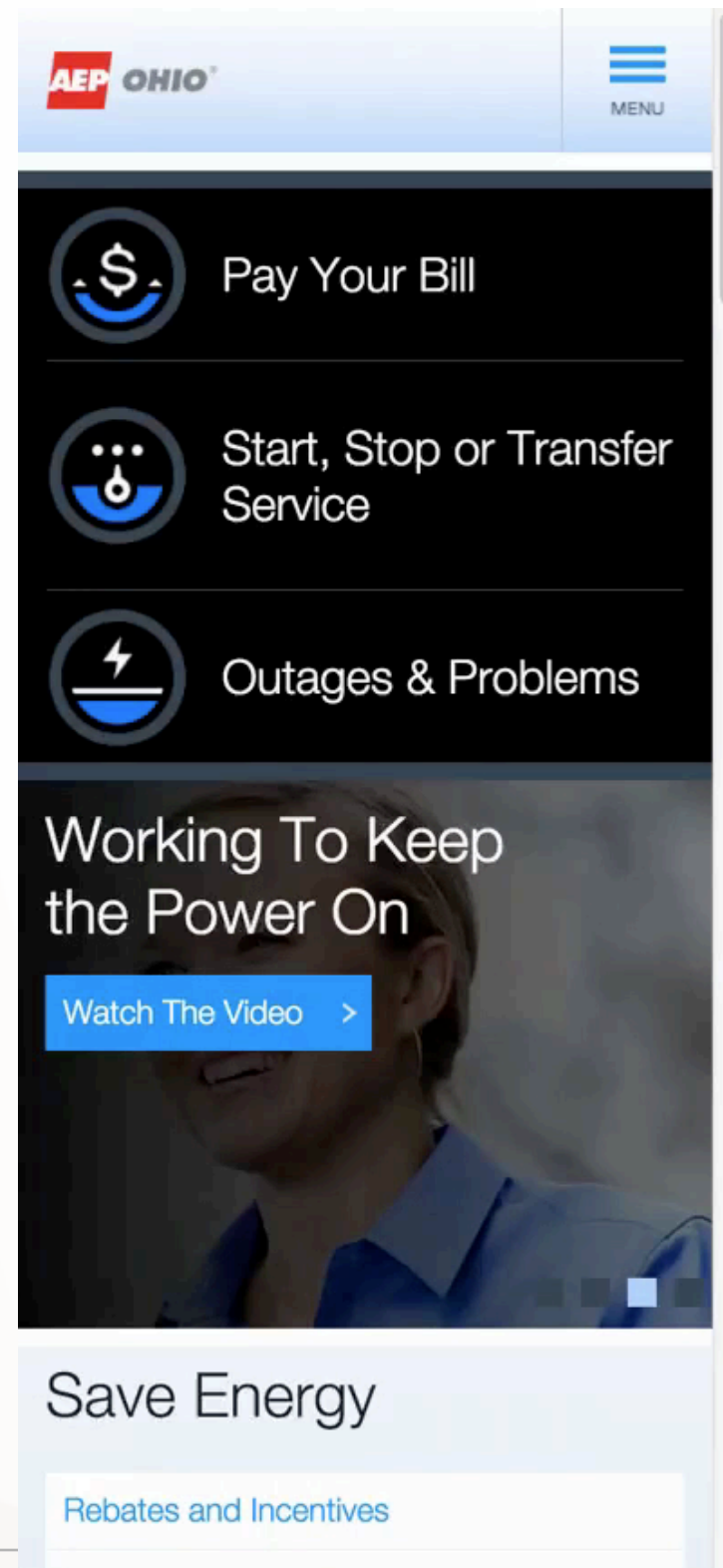


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Enhance Customer Experience with Mobile



MOBILE BANNERS



MOBILITY & COMMUNICATION PREFERENCES



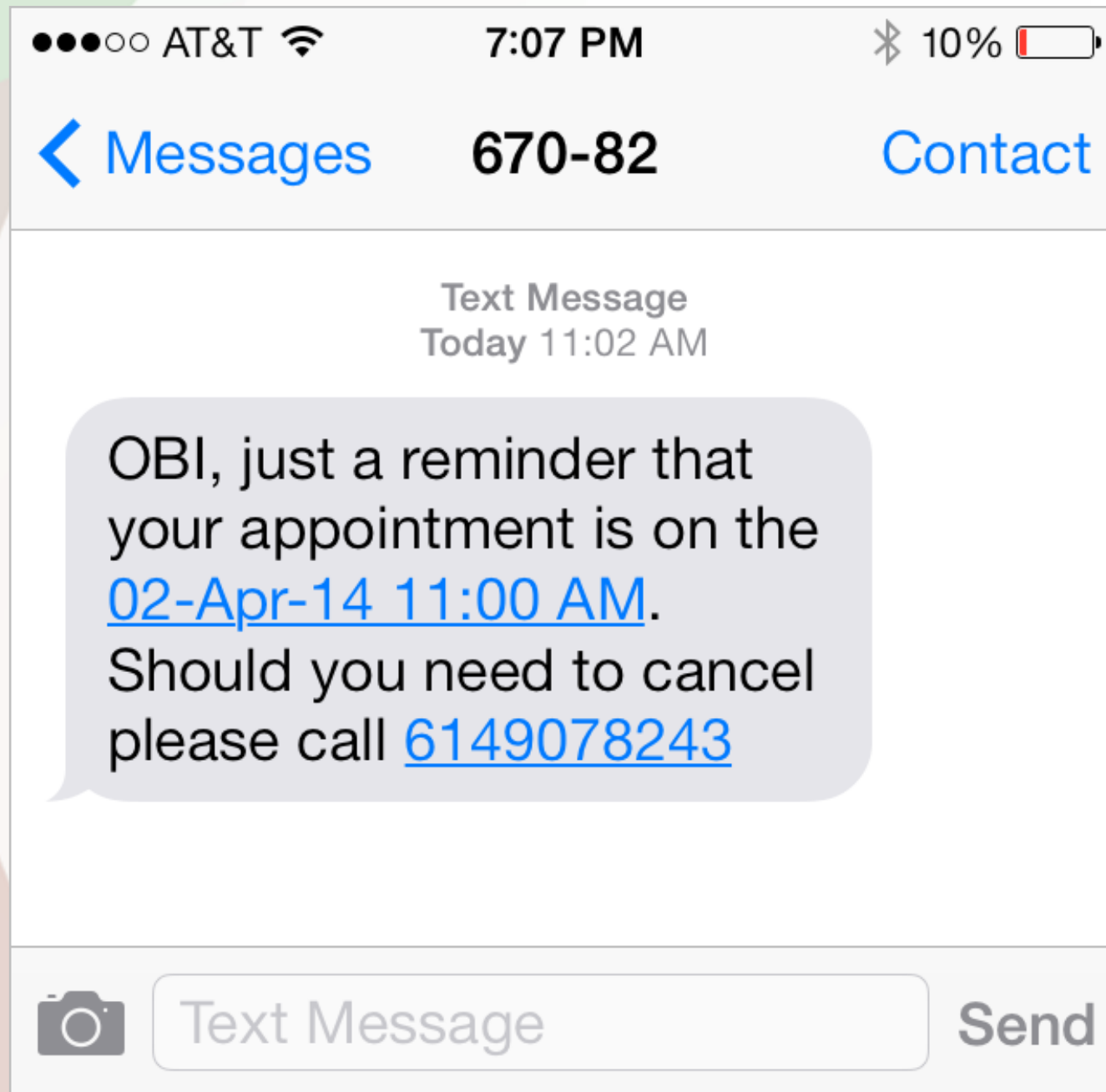
PREFERENCES AND OMNI-CHANNEL

- 77% of consumers say that they should be able to choose how a company contacts them.
- Customers want **omni-channel** customer service.
- Customers want **pain-free** customer service – including 2-way text, click-to-call, virtual agents, social media, reassuring messaging.

Forrester Blog, "[Forrester Data Shows An Explosion Of Channels For Customer Service With Inconsistent Satisfaction Ratings](#) ," by Kate Leggett



TEXT REMINDERS



Obi is my dog. Yes, even the dog groomer sends alerts.



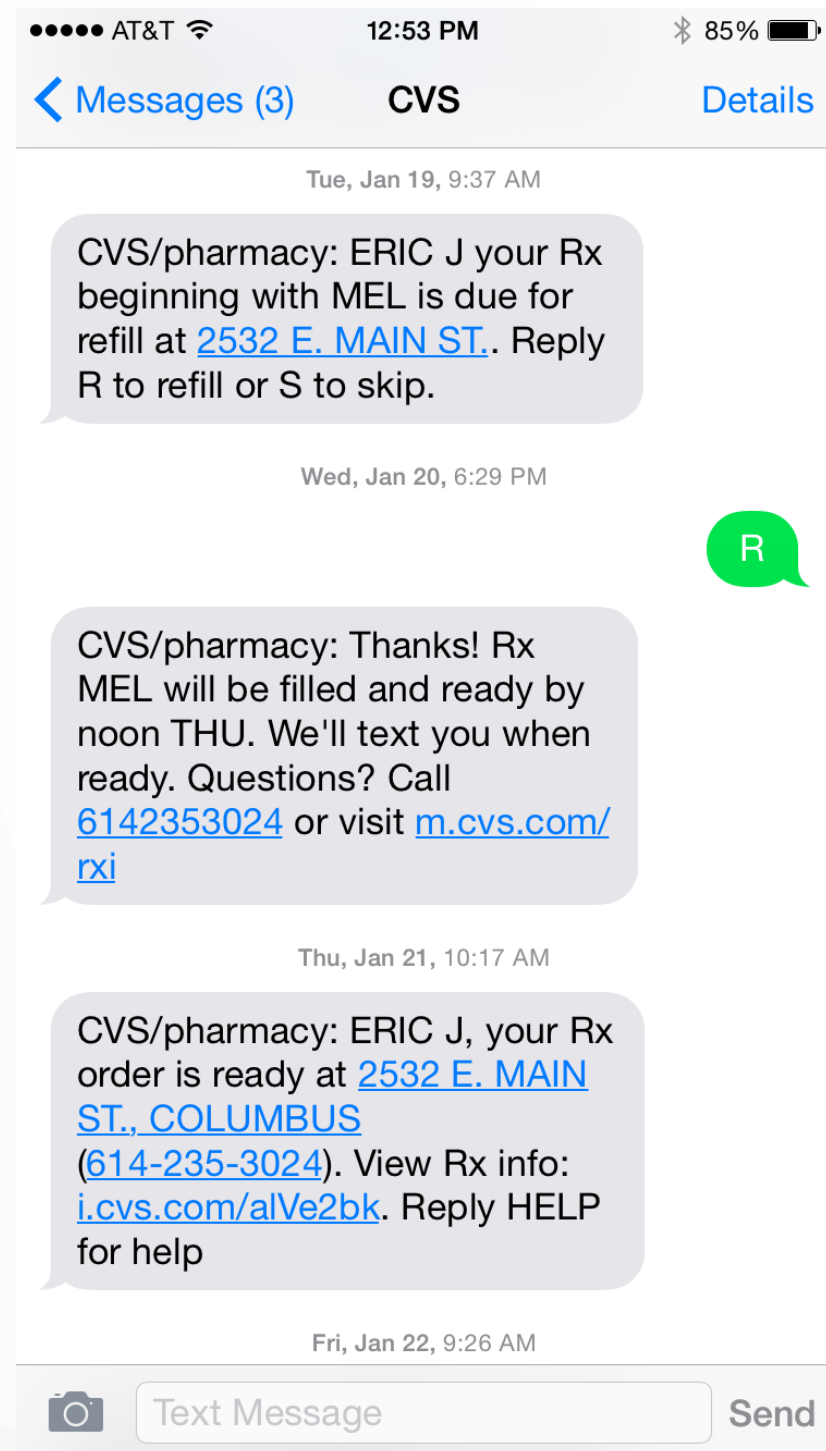
TWO-WAY TEXTING



Our car was waiting for us, already warmed up and ready to drive home.



TWO-WAY TEXTING



AEP CUSTOMER ALERTS

Promotional Video



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Enhance Customer Experience with Mobile



AEP CUSTOMER ALERTS

Power Outage Alerts

Get alerted when there's a power outage at your address. Includes restoration time updates, power restored notification, and notifications for large-scale outages caused by storms or other major events.

✓ EMAIL: mary@email.com

✓ TEXT: 614-555-1212

Billing & Payment Alerts

Get alerted when there is activity on your account. We'll notify you when your payment is received. Other types of alerts to be added soon.

✓ EMAIL: mary@email.com

✓ TEXT: 614-555-1212

Submit



AEP OH received your payment of \$1.03 for account ending in [64011](#) at 2780 B***. Thank you. Visit: <http://aepohio.com/account>

AT&T 3:42 PM 100%

< Messages AEP Ohio Details

Fri, Jan 16, 11:17 AM

AEP OH received a request for alerts to be sent to this number. Reply YES to confirm this request and activate alerts. HELP for help. STOP to stop.

Yes

Thanks for confirming. You are now enrolled in AEP OH's text alerts.

You enrolled in AEP OH's text alerts program for 2780 B***. Monthly texts will vary. HELP for help. STOP to quit. Msg&Data rates may apply.

Outage impacting 342 H***. AEP OH est restoration at 06:00PM 04/02/14. Updates will be sent if this changes. Check status: <http://aepohio.com/out>.

According to our systems, power has been restored to your address. Below is the most recent information we have on your outage.



Outage Summary

Cause: Line down
Duration: 2 Hours 25 Minutes
Impact: 45,000



Outage Location



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Enhance Customer Experience with Mobile



PREFERENCE CENTER 2.0

Account Alerts Home Electric 2780 B

Power Outage Alerts

☐ Email ☐ Text

[Outage Alert Details](#)

Billing & Payment Alerts

☐ Email ☐ Text

[Billing Alert Details](#)

Home Energy Report

Automatically enrolled ☒ Email ☐ Text not available

[Home Energy Alert Details](#)

Energy Usage Alerts

Alert me when my monthly usage goes above: ☐ Email ☐ Text

KWH

[Usage Threshold Alert Details](#)

SMART CoolingSM Event

☐ Email ☐ Text

[SMART Event Details](#)

PSO PowerPaysSM Alerts

☐ Email ☐ Text

[PowerPay Alert Details](#)

☒ Alert me when my balance falls below a threshold of: [Why can't I uncheck this?](#)

☐ Additionally, send me balance and usage updates

Email Newsletters & Offers

Safety Newsletter

☐ Email ☐ Text not available

[Details](#)

Save Energy Newsletter

☐ Email ☐ Text not available

[Details](#)

Amazing Offers

☐ Email ☐ Text not available

[Details](#)



MOBILE APPS



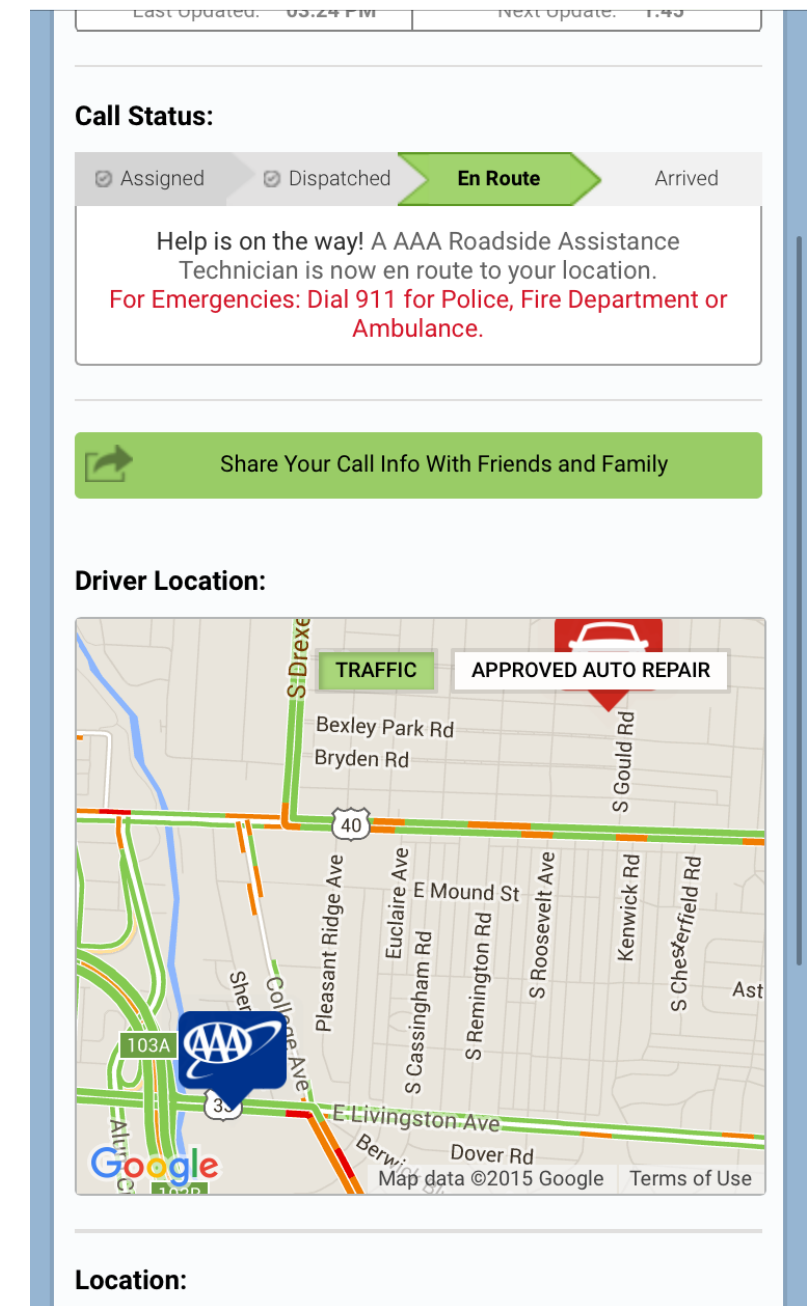
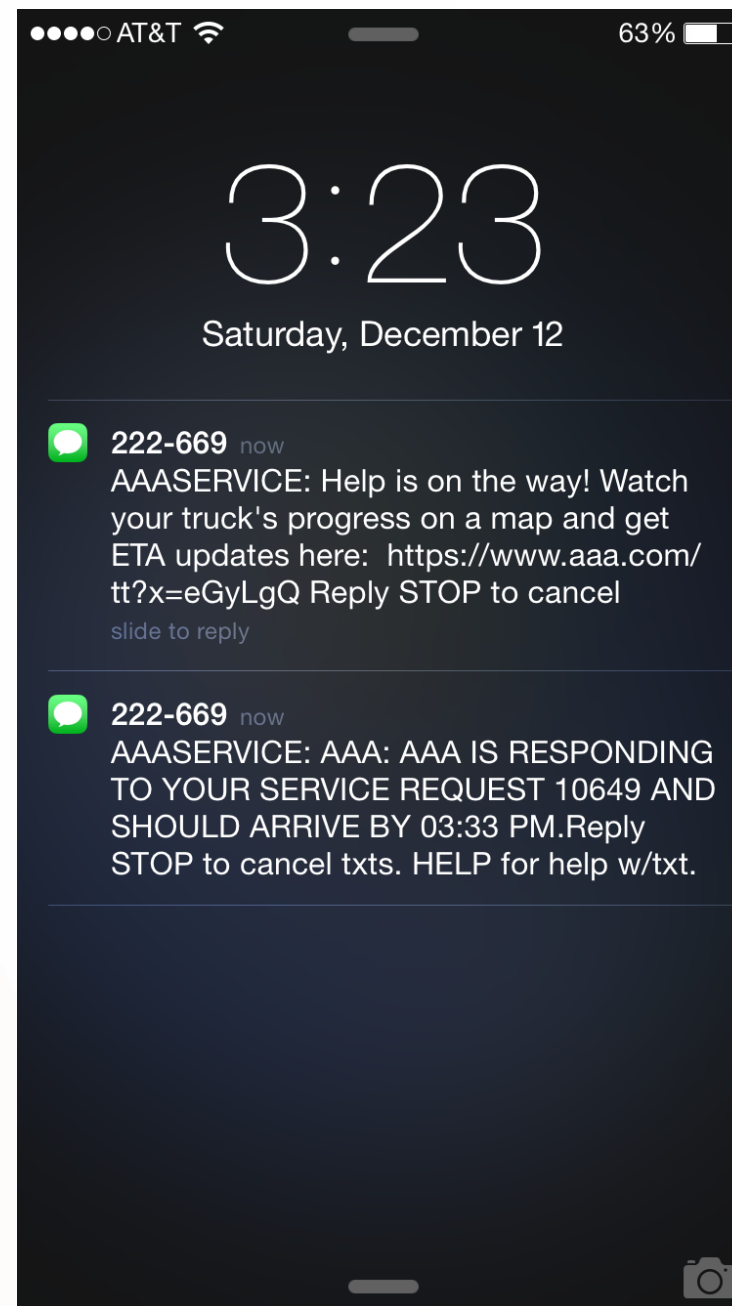
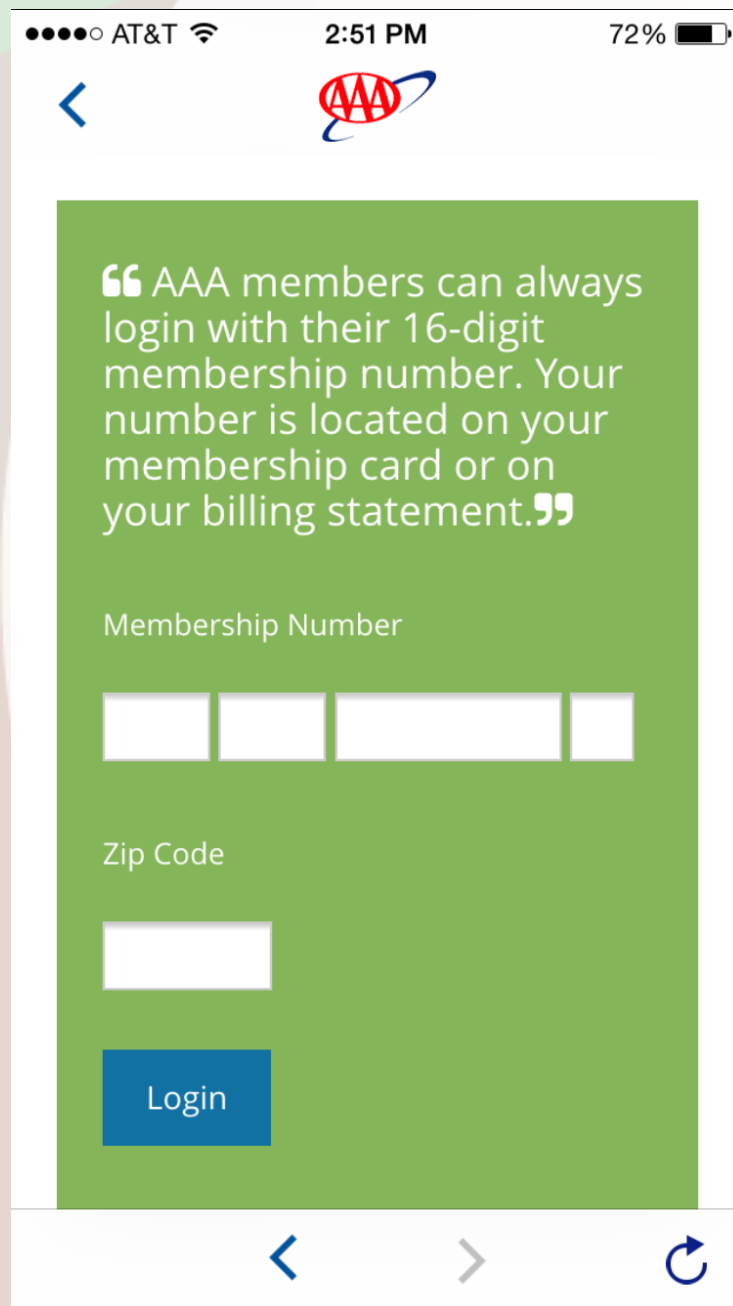
MOBILE APPS




MOBILE APPS




MOBILE APPS




MOBILE APPS

 **Service Tracker**

Cancel Call

Open Calls (1) 

Estimated Time of Arrival: **03:33 PM**

 Refresh

Last Updated: 03:24 PM

Next Update: 1:37

Call Status:

☒ Assigned


☒ Dispatched

☒ **En Route**

☐ Arrived

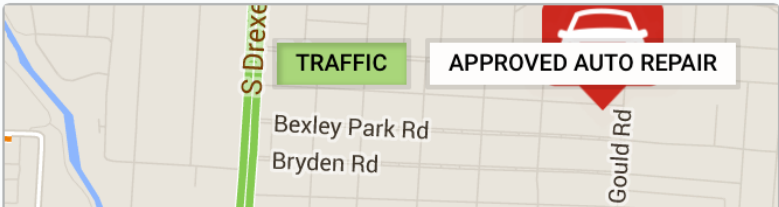
Help is on the way! A AAA Roadside Assistance Technician is now en route to your location.


For Emergencies: Dial 911 for Police, Fire Department or Ambulance.




Share Your Call Info With Friends and Family


Driver Location:





Location:

 2780 BRENTWOOD ROAD

 S GOULD RD

More Information

Vehicle: 2000 NAVY HONDA ACCORD

Call Received: 03:22 PM

Service Provider: ELITE AUTO SERVICES LLC

Call Number: 10649

[Privacy Policy](#)

Share Your Call Info


You can send your Service Tracker link to your friends and family so they are also updated on your call progress

servicetracker.ca/QIMmWw

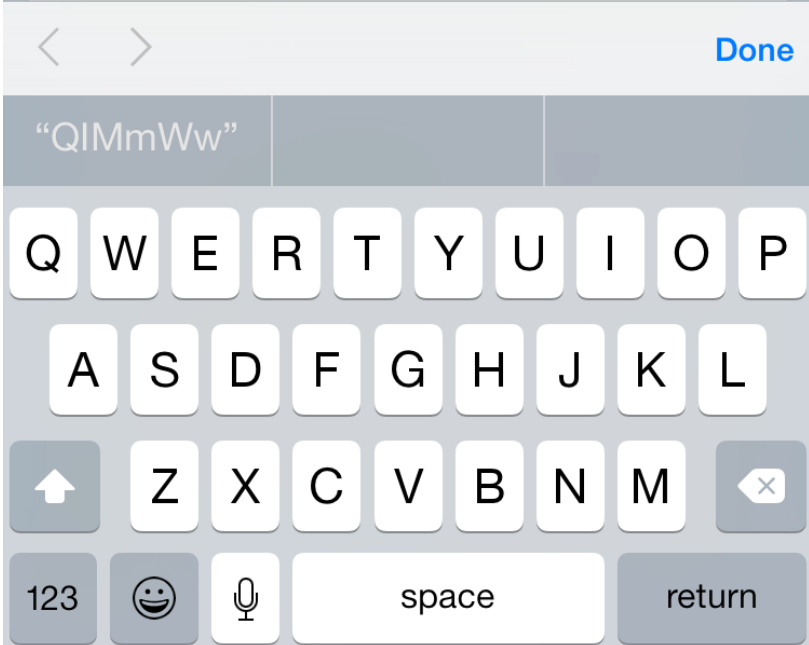
CANCEL

EMAIL LINK

TEXT LINK



Share Your Call Info With Friends and Family





Web

App

Phone

OMNI-CHANNEL SUCCESS

Text

In Person



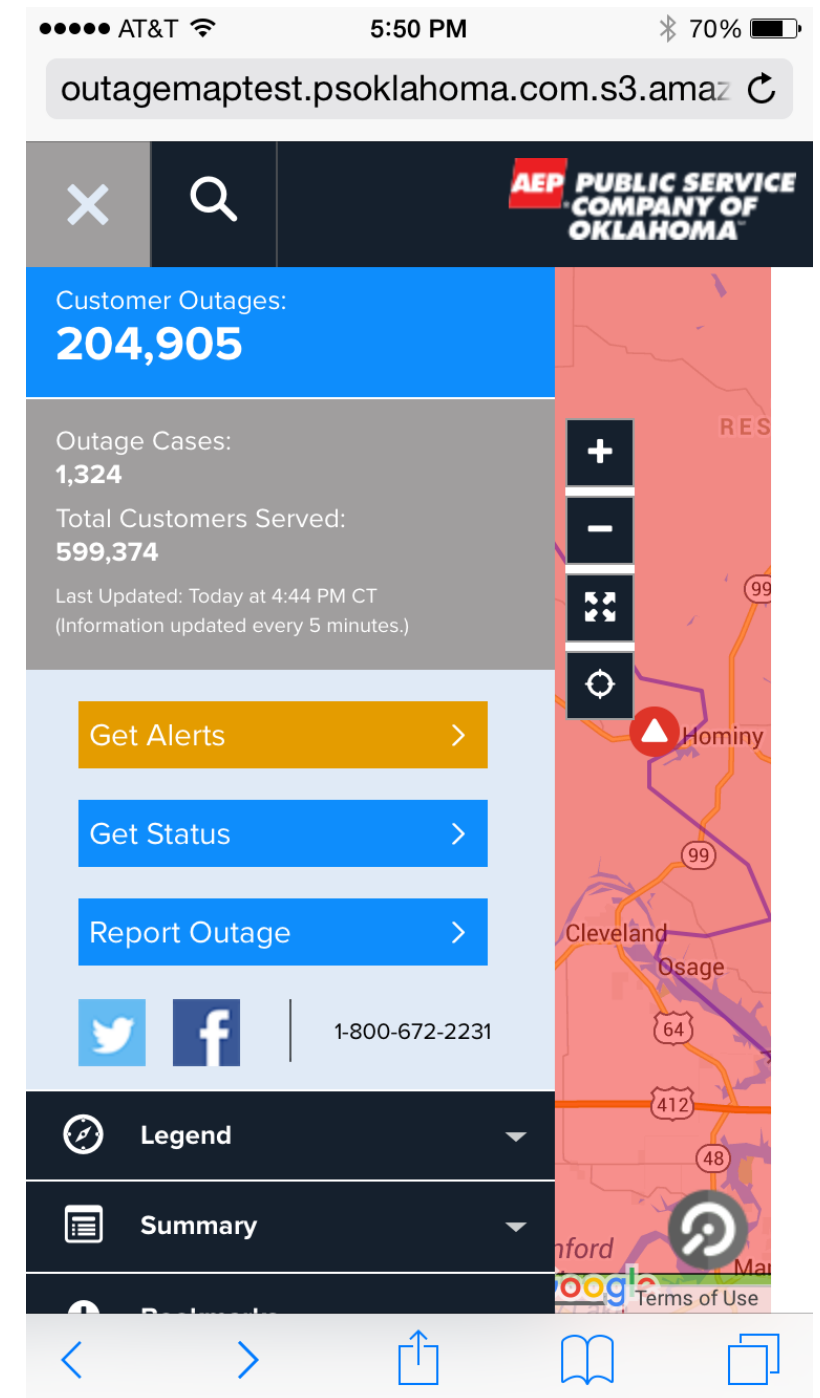
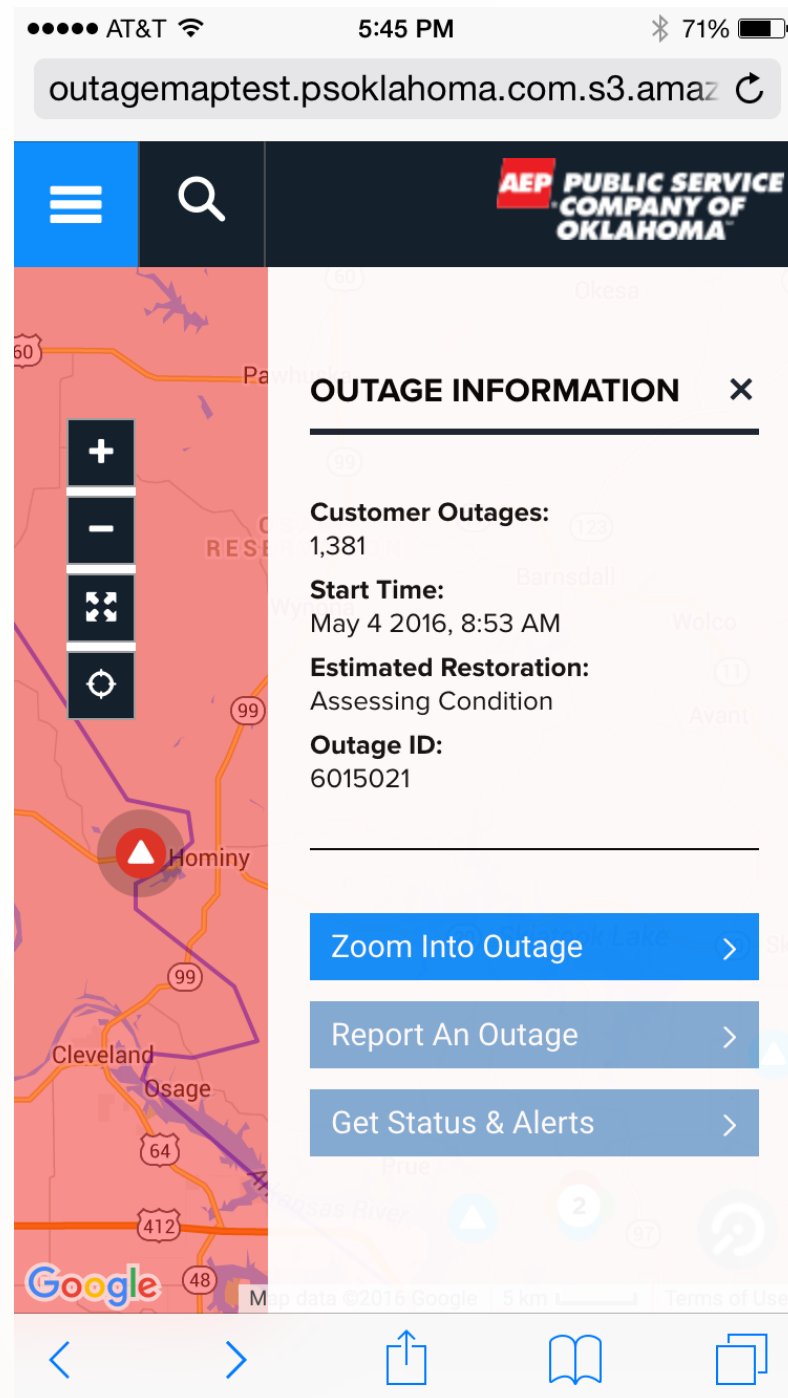
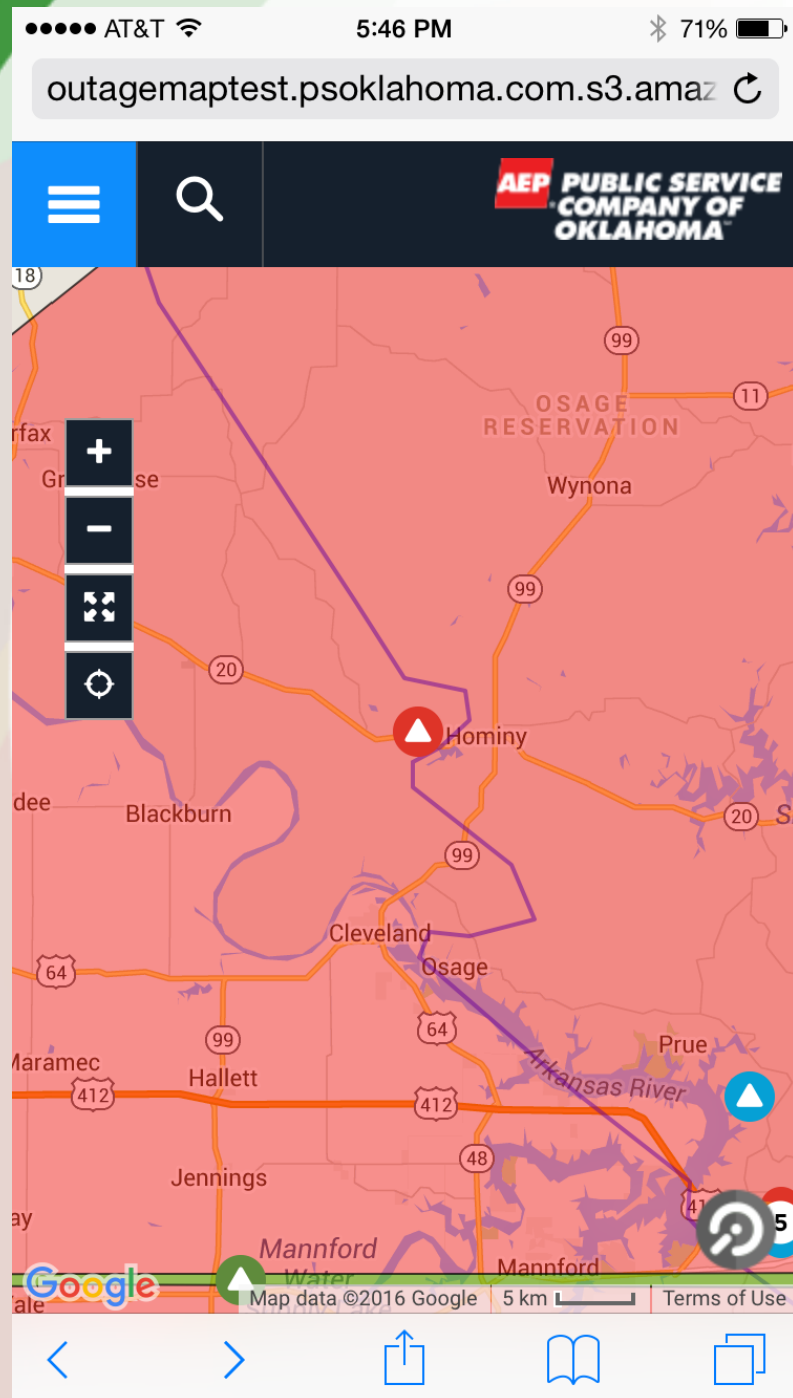
MOBILE APPS



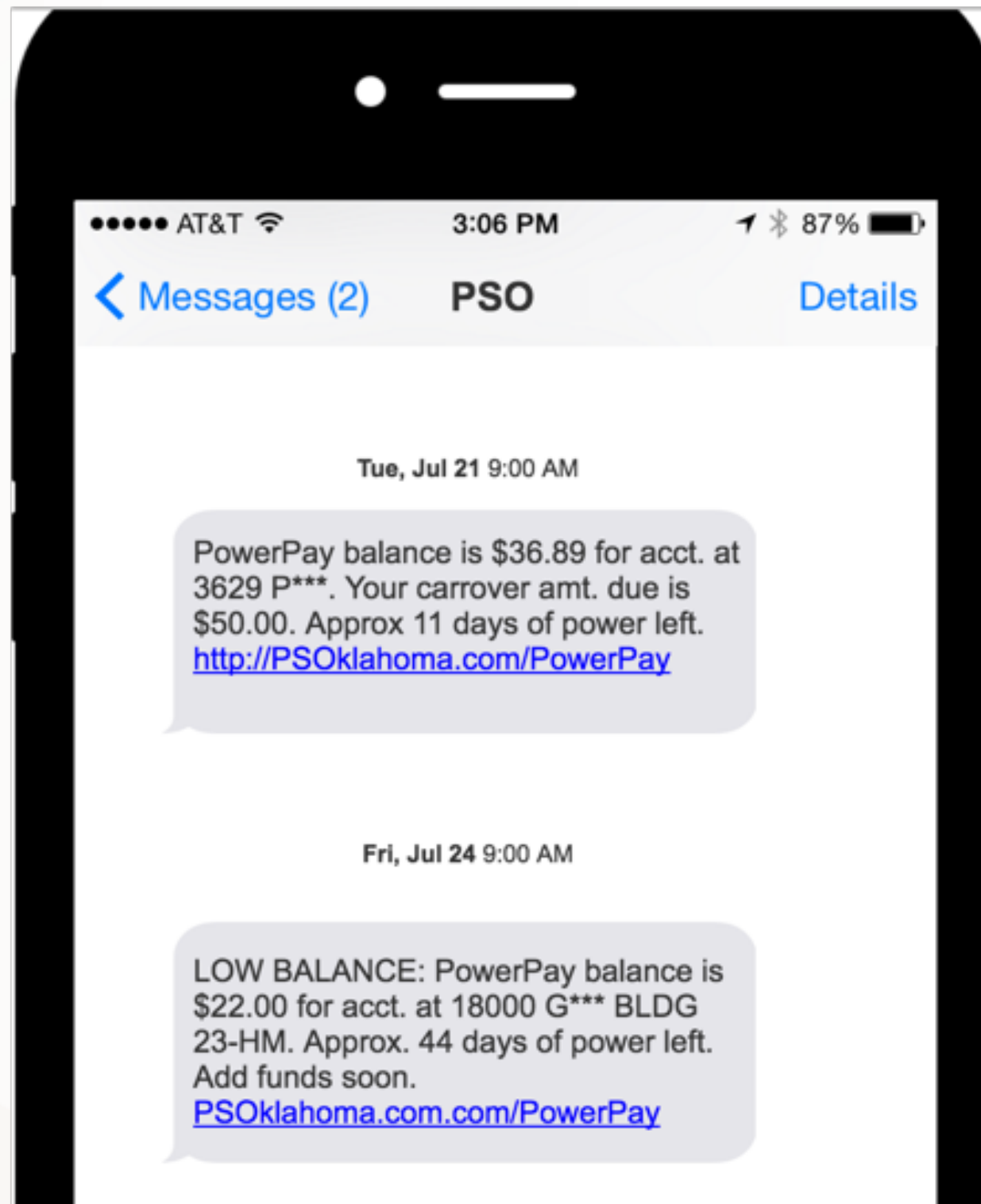
MOBILE APPS



COMING SOON - OUTAGE MAPS



COMING SOON - PREPAY

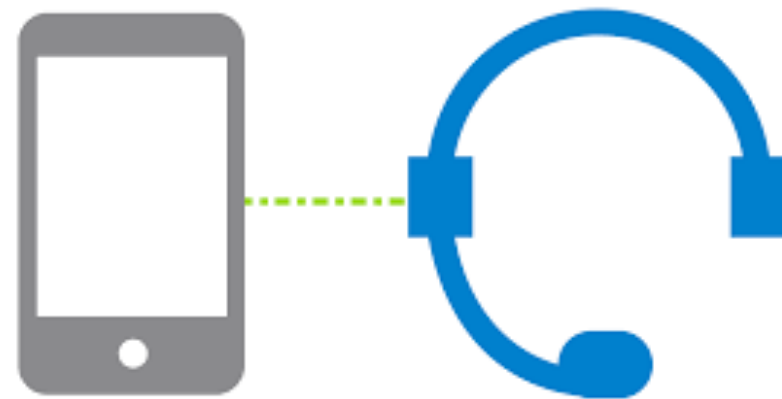


COMING SOONISH

Online Chat



New IVR



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Enhance Customer Experience with Mobile



FUTURE





Eric J. Davis

Principal User Experience Consultant
AEP Corporate Communications | Creative Services



ejdavis@aep.com



facebook.com/AEPDigitalLab



twitter.com/ericdux



ericdux.com



linkedin.com/in/ericdux

