

# POWER TO THE PEOPLE

WHY UK ENERGY SUPPLIERS NEED  
TO JOIN THE UX REVOLUTION



CONTENT SQUARE



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# INTRODUCTION

# ARE YOU READY FOR THE FUTURE OF DIGITAL EXPERIENCES?

When it comes to digital transformation, no industry is safe. Energy is no exception. But while customer expectation of digital experiences have never been higher, Energy continues to lag behind others when it comes to UX. Is your online presence optimised for a new generation of consumer?

Ten years ago, the UK energy market was a different animal. Complex tariffs, expectation of switching costs and lack of switching experience made customers reluctant to change suppliers, even if they were offered a better deal elsewhere. But this has changed. Today's customers are more at ease with the idea of switching providers and are now actively looking to switch. But when it comes to UX, energy still lags behind other industries.

*We often hear the Energy market is not mature yet, which is true, especially regarding online retailing. However, if we compare it with the telecommunications market, who would have thought we could buy phone services online 10 years ago? No one. The energy market is getting there very quickly, so we'd better be ready.*

Anne-Laure Daniel, Marketing Manager,  
Gazprom Energy (FR)





*The industry has grown from the big six providers to over sixty in the past decade, and as in any closely contested industry, UX will continue to be a significant differentiator for companies that prioritise it appropriately.*

**Bobby Chucas, Product Manager,  
OVO Energy (UK)**

## **SO HOW CAN ENERGY SUPPLIERS OFFER A COMPELLING CUSTOMER EXPERIENCE ONLINE?**

Using our UX analytics platform, we analysed 12m sessions across 5 energy brands to understand why visitors come to an energy website, to identify pain points and to provide UX recommendations to brands looking to optimise for key user intents.



## KNOW YOUR CUSTOMER

*To ensure your interface caters to customer needs you've got to know what the customer needs are! For us, that comes from a few different areas: the explicit feedback customers provide over the phone (as well as observing the common topics that customers call up about), and the in-app feedback alongside behavioural data that shows how users are engaging with our interfaces.*

*We see more than ¾ of our customers check their account online. That ability to give customers instant access and data is important to keep them engaged with their energy usage, and ultimately their energy supplier.*

Bobby Chucas, Product Manager, OVO Energy



### WHAT DO CUSTOMERS DO ONLINE?

Using our in-site paths feature, we analysed aggregated data across both established and newcomer energy brand websites, exploring what their typical behaviours are.



Account management pages  
**(63% of traffic)**



Subscription forms  
(for both new users and existing customers) **(11%)**



Contact pages **(10%)**



Read content on new offers **(7%)**, editorial **(4%)**





**UX COMPARISON:  
ESTABLISHED  
BRANDS VS  
NEWCOMERS**



There are some important differences between newcomers and established brands when it comes to website UX. **In this section we examine differences in visitor intention (why they come) and conversion (what they do).**

## VISITOR INTENTION (WHY THEY COME)



### ESTABLISHED:

Higher proportion of clients coming to **manage their account, consume info, to get in contact or to move home**

- 5X** more visits to the contact details page,
- 4X** more visits to informational pages,
- 9X** more visits to editorial content pages

VS



### NEWCOMERS:

Higher proportion of visitors looking to **discover, switch, get a quote and subscribe**

- 85%** more visits to the 'subscribe' section,
- 43%** more visits to offer pages,
- 2X** as many visits to 'forecast' pages



# CONVERSION (WHAT THEY DO)



## **ESTABLISHED:**

Better form completion rate  
Higher scroll rate on offer pages, showing engagement with the content.  
But a higher proportion of users who reach the contact pages, which could indicate they didn't get the information they needed from website.

VS



## **NEWCOMERS:**

More users reach account management pages  
More users returning after hitting a 'forecast' page.  
More users scroll +50% on content pages  
Fewer users reach the contact pages



**THE DATA:**

As energy websites have several different goals, there are several ways to define conversion. We've taken four below and compared the effectiveness between big brands and newcomers.

**GOAL #1:**

Account management

Pay a bill, see energy consumption, edit payment details

**CONVERSION:**

Reach My Account page

**% REACHED GOAL:**



**GOAL #2:**

Complete a form

New or switching users looking to compare prices

**CONVERSION:**

Form validation

**% REACHED GOAL:**



**GOAL #3:**

**Consume content**

Visitors looking for new offers, for tariff information or to read content on, for example, how to save energy

**CONVERSION:**

engagement, which we have defined as a scroll rate of +50%



**NEWCOMERS:**

% Reached goal **AVG: 32.54%**



Editorial Pages



Offer Pages



**ESTABLISHED:**

% Reached goal **AVG: 45.83%**



Editorial Pages



Offer Pages



**GOAL #4:**

**Contact**

Resolve an issue, ask a question, request more information

**CONVERSION:**

Users not returning

**% REACHED GOAL:**



Established



Newcomers





# #2

**WHY DIGITAL  
EXPERIENCES ARE  
YOUR BIGGEST  
DIFFERENTIATOR**

# UX OPTIMISATION IS CRITICAL TO FUTURE SUCCESS

*One of our Energy clients, Gazprom Energy, used ContentSquare to measure typical user behaviour, using that insight to optimise effectively:*

*The idea is to truly understand motivations and needs. The first lesson that we learned using ContentSquare is that our customers needed to view a lot of information before filling the enquiry form. By simplifying and improving this form we achieved 48% more conversion. That's huge!*

Anne-Laure Daniel, Marketing Manager,  
Gazprom Energy

*Another client, Engie, saw similar results with form optimisation:*

*ContentSquare allows us to better understand visitor journeys online, enabling us to identify friction and action optimisation opportunities at speed, from the landing pages to the subscription funnel. With ContentSquare, we discovered that some of our users needed more information to make a decision, whereas others wanted just the basic facts, helping us to effectively optimise the experience for both.*

Mohamed Ferras, Senior Marketer, Engie (FR)



# COMMON UX PAIN POINTS FOR ESTABLISHED BRANDS



## FEWER NEW VISITORS:

fewer sessions coming from new visitors by **16.04%** than newcomers.



**Fewer returning visitors:** Visitors to incumbent websites have a **lower chance of returning** after getting a quote, and less chance of engaging with content on saving energy.



**Low subscription rates:** Incumbents see **85% less traffic** to subscription pages.



**Account management difficulties:** Newcomer websites see **29% more users successfully logging** in to their account compared to established brands.



**Not optimised for mobile:** Newcomers have **43% more sessions coming from mobile** - with a higher proportion of returning users than on desktop, which could indicate an unsuccessful attempt to log in.







# #3

## OPTIMISING FOR USER INTENT

ANALYSING THREE KEY CUSTOMER JOURNEYS

# THE SUBSCRIPTION FUNNEL

Not all subscription funnels are the same, so we have taken four steps that appear on most major UK Energy suppliers and used ContentSquare's platform to provide some UX insight into each.



## Home information **number of people, house or flat**

Low friction step, with the highest rate of advancement (**over 90%**).



## Technical information **energy consumption, smart meter usage**

More complex, and sees a significant number of users dropping off (**28%**). Some Energy websites address this problem by not requiring this information to provide a quote.



## General details **name, email, home address**

This step sees the highest drop off rate (**74% of visitors**), the longest time on page (**2:04**) and the longest time before first click (**1:24**) - all indicating hesitation and frustration. In particular, we noted a high click recurrence on the 'find my address' field. When users click several times on a form field, it indicates they are not getting the expected result often highlighting a UX issue.



## Payment

In the funnels we analysed, just **19% of visitors** were left by the time they reached the payment details page.



## UX TIPS:

**More information = better conversion.** Form completers typically see more pages (**10.5 vs 5.7**) and have a longer session (11m vs 7m36) than the average visitor.

**Desktop > mobile.** **68%** of subscriptions are on desktop versus just **27%** are on mobile.

**Organic sources drive subscriptions.** Over **20%** of visitors who ended up subscribing were acquired via organic search.

## USE CASE:

One of our clients asked us to analyse their subscription funnel to identify areas of friction for the customer. There were three key findings:

**1. A lack of reassurance elements was leading visitors to exit the page.** Adding a recap of the information already entered, an estimated time to completion, or the option to be contacted by an adviser can all reduce exit rates.

**2. Too many distractions.** Confusing offers and requests for non-essential information were distracting visitors from completing the form.

**3. Complexity.** Confusing terminology surrounding tariffs and offer details were preventing users from advancing from product information to the subscription funnel.

# CONTENT CONSUMPTION

The second aim of users is to read content. For the purposes of this study we have split 'content' into two categories:

1. Editorial content
2. Offers and promotions

Compared to offer pages, visitors found editorial content more engaging (with an average 1:42 spent on each page) and were **78% more likely to click a CTA**. However, while offer pages had an average time-on-page of just 56s, the scroll rate and activity rate were both higher than editorial pages.

Newer brands typically generated more traffic from editorial content, and established brands had more visitors interested in offers.

## TAKEAWAYS:

Editorial content is more engaging, keeps people around for longer, and while fewer people see all of it, more people click through overall

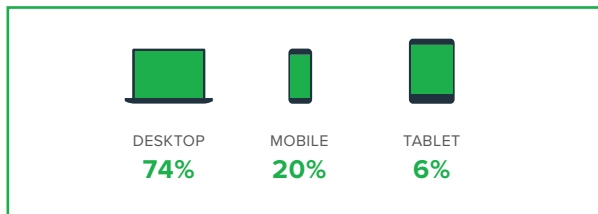
Offers engage people for less time, and while people typically see more of the page (possibly because offer pages are shorter) they are typically actually less motivated to click



# ACCOUNT MANAGEMENT

The third aim of visitors is to manage their account - whether that's paying a bill, downloading a usage report or updating their personal information. However, signing into an account still presents difficulties for many users.

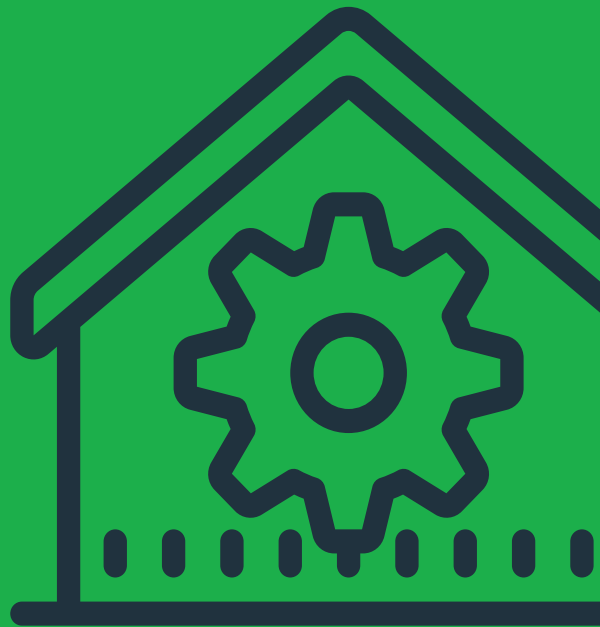
## VISITORS WHO REACH THE ACCOUNT PAGE COME FROM :



On desktop, just **61%** of visitors who try to sign in to their account succeed. Over half (**53%**) go to the forgotten password page. The result is better on mobile, with **71%** of visitors successfully reaching the account management page succeed and **21%** go to the forgotten password page.

**Forgetting passwords is still an issue.** The average time before first click is **73%** higher for the enter password step than the email, and an average of **2.3s** hesitation on the CTA indicates significant hesitation over the info entered. This, combined with a high click recurrence on the forgot password button, could indicate a significant UX issue.







# UX ANALYTICS



# WHY UX ANALYTICS?

Identifying and solving friction in the customer journey is the only way for Energy brands to win the digital experience war. And with a growing proportion of digital-savvy customers looking to switch providers, the stakes have never been higher.

Traditional tools like Google and Adobe Analytics are useful for understanding what visitors are doing on your website. But they cannot give you an insight into the how and why behind online behaviour. This type of insight is critical to effective optimisation. Can your analysts answer the question: Why did your form completion rate rise or fall yesterday?

An aggregated view of customer data that digital teams can action immediately, is crucial to help inform testing hypotheses and optimise at speed and at scale.





## ABOUT CONTENTSQUARE

ContentSquare is a user experience (UX) analytics and optimization platform that helps businesses like Engie, Direct Energie and Gazprom Energy understand how and why users are interacting with their app, mobile and web sites. Using behavioral data, artificial intelligence and big data to provide automatic recommendations, ContentSquare empowers every member of the digital team to easily measure the impact of their actions and make fast and productive data-driven decisions to optimize the customer journey.

To find out more about how ContentSquare helps Energy brands get in touch at

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Head of Marketing, UK

## **METHODOLOGY:**

**5** energy brands

**12m** sessions

**1 month** date range

**All data from desktop sessions unless specified (desktop represents 62% of all visits vs 32% mobile, 7% tablet)**



# CONTENT SQUARE

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