

Utility Customer Experience Increasingly Hinges on Website and Mobile App Engagement, JD Power Finds

SRP Ranks Highest in Utility Digital Experience Satisfaction

- Nearly one-third of utilities still do not offer a mobile app
- Wide gaps between top and bottom performers on outage info, reporting problems
- Pricing plans, rebate information are the most difficult areas to navigate

TROY, Mich.: 19 Feb. 2026 — As the nation's electric, gas and water utilities continue to be on high alert to the threat of weather-driven outages and service interruptions, many have taken to email, text messages and mobile app alerts to prepare customers and help them navigate potential challenges. According to the JD Power 2026 U.S. Utility Digital Experience Study,SM released today, some utilities are far more well-equipped than others to deliver those messages. While the top-performing utilities have invested heavily in websites and mobile apps that are easy to navigate and packed with helpful communications tools, many others have lagged on digital adoption, making it more difficult for their customers to understand their bills, report outages and access pricing plan and rebate information.

"We're still seeing a clear split among utilities when it comes to their digital offerings, with some strongly embracing mobile apps and thoughtfully designed websites as a means of building more effective engagement with customers, while others are lagging on the digital tools they offer," said **Cory Maxwell, director of digital solutions at JD Power**. "As customers grow increasingly reliant on digital channels, particularly mobile apps, to manage everyday services like banking, insurance, digital payments and so much more, utilities that fail to offer highly usable and engaging digital experiences are really missing out on a critical opportunity to connect."

Following are some key findings of the 2026 study:

- **Utility digital satisfaction improves slightly:** Overall customer satisfaction with the utility digital experience is 616 (on a 1,000-point scale), which is up 5 points from last year. That compares across industries with an average satisfaction score of 734 for advised wealth management apps and websites; 699 for those in the property and casualty insurance industry; and 690 for those for retirement plans.
- **Mobile apps result in high satisfaction scores but 28% of utilities profiled still do not offer them:** Among digital channels evaluated, utility mobile apps consistently result in the highest level of customer satisfaction, with an average score of 654. That is 63 points higher than for mobile websites (591) and 37 points higher than for websites accessed via desktop (617).

- **Large gaps between top performers and bottom performers:** A 100-point gap separates the utility with the top ranked digital experience score (660) and the utility with the bottom ranked digital experience (560). Specific functions where those performance gaps are largest are in viewing current outages, reporting leaks/outages and changing pricing plans.
- **Pricing plans and rebate information hard to find:** Across all digital channels, the areas that are consistently most difficult for utility customers to navigate are pricing plans, rebate information and information on current outages.

Study Rankings

SRP ranks highest in overall customer satisfaction with utility digital experience, with a score of 660. **Alabama Power** (656) ranks second and **Piedmont Natural Gas** (651) ranks third.

The 2026 U.S. Utility Digital Experience Study evaluates customer satisfaction with the utility digital experience, inclusive of both apps and websites, based on four factors: information/content, navigation, speed and visual appeal. It is based on evaluations from 13,514 customers of the 46 largest electric, natural gas and water utilities in the United States. To be included in the study, utilities must serve 1,000,000 or more residential customers. The study was fielded from November 2025-January 2026.

For more information about the U.S. Utility Digital Experience Study, visit <https://www.jdpower.com/business/us-utility-digital-experience-study>.

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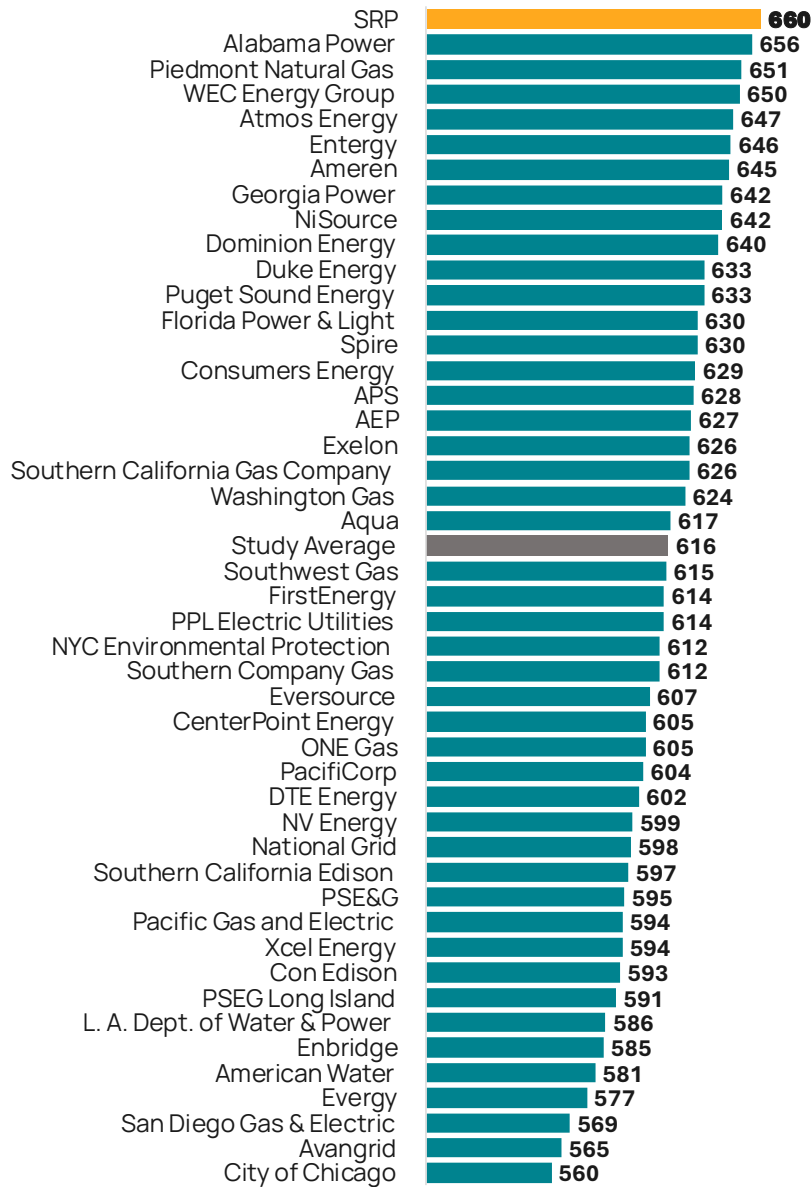
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Note: One Chart Follows.

JD Power 2026 U.S. Utility Digital Experience StudySM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)



Source: JD Power 2026 U.S. Utility Digital Experience StudySM

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