

GIVE EVERY UTILITIES CUSTOMER THE UBER EXPERIENCE

A Guide to Creating the Customer Experience We All Expect in 2025

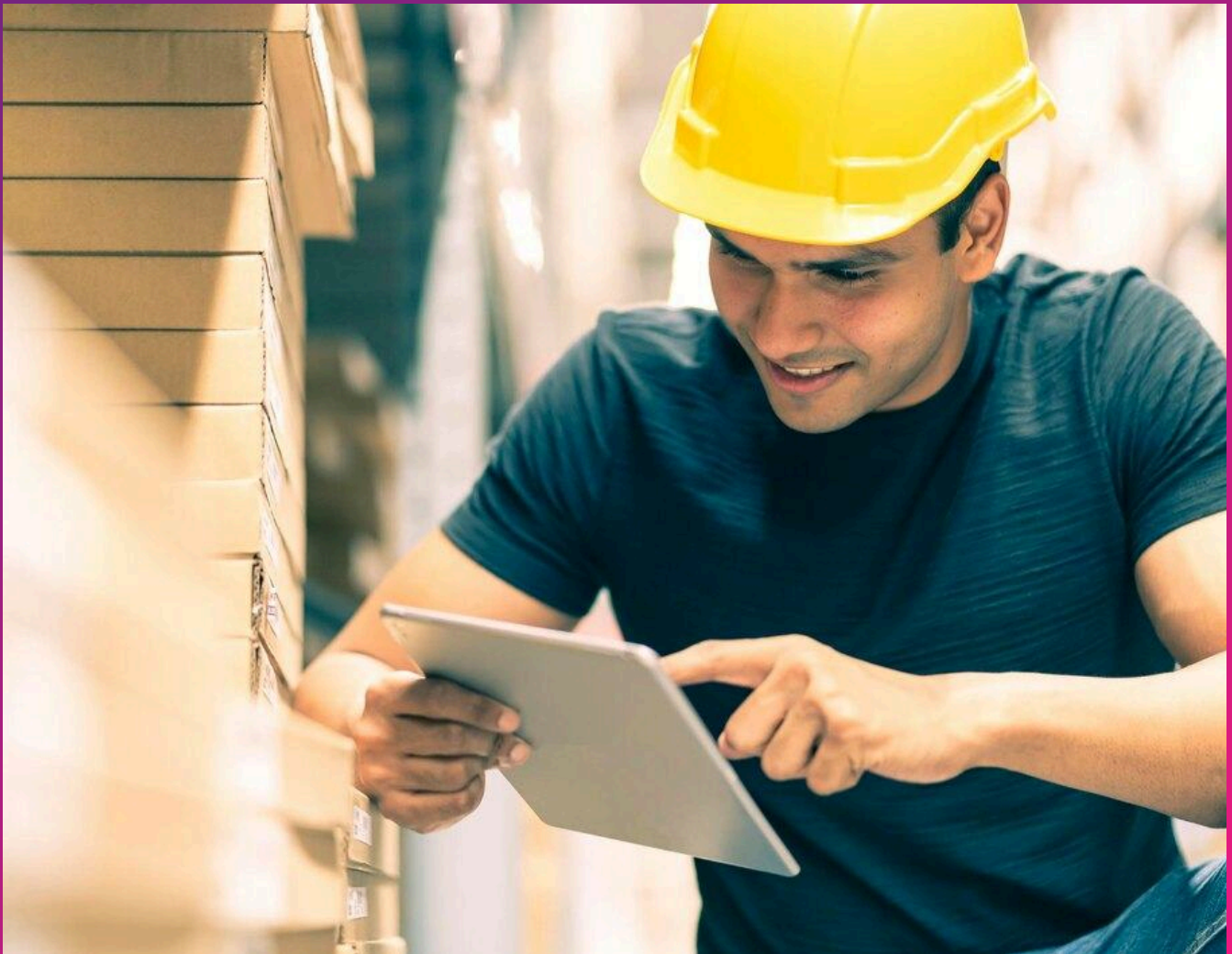


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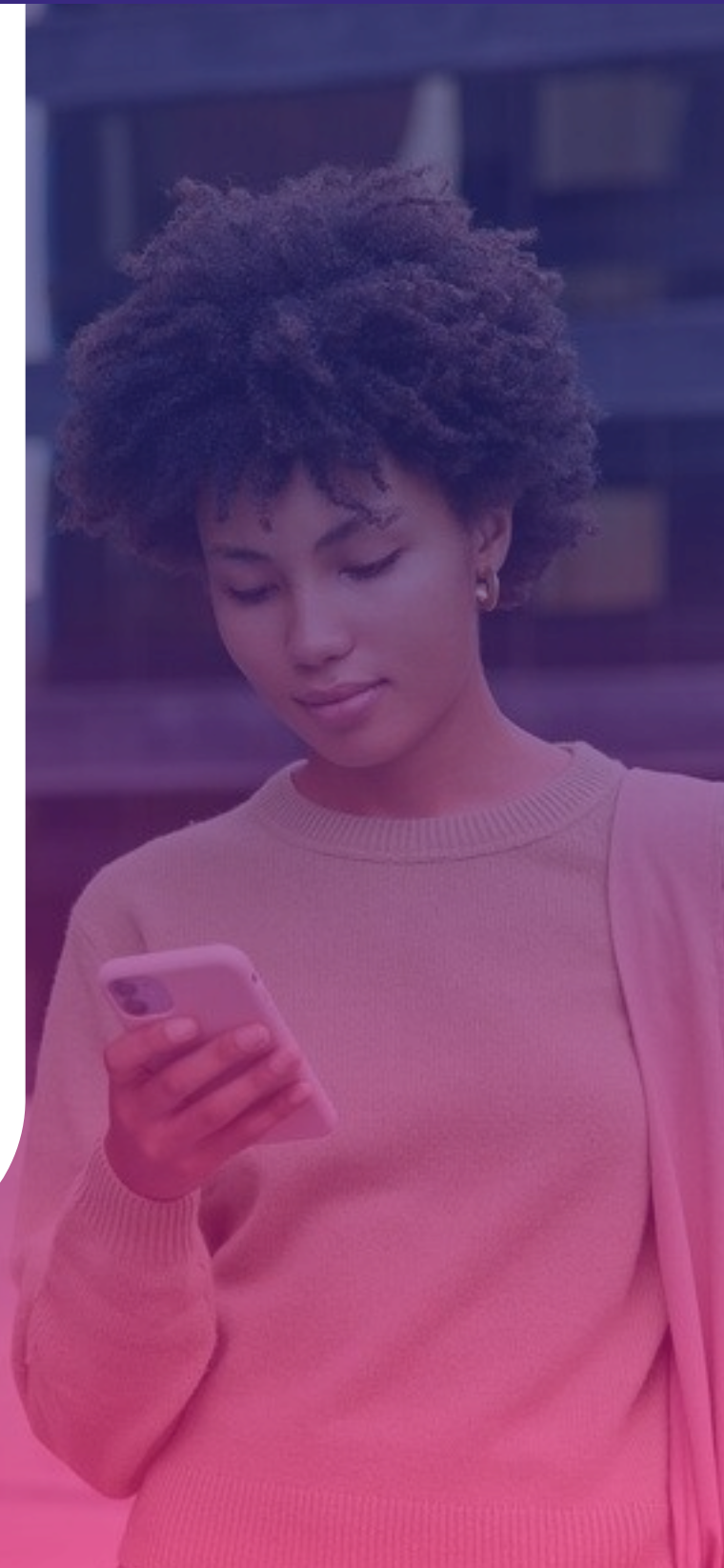
01 A NEW ERA OF CUSTOMER EXPECTATIONS

Once upon a time, customers were patient. Why? Chiefly, because they had no choice. Whether it was calling a taxi or waiting for a technician, the process was slow and opaque.

Not any more.

The apps on your phone right now have radically raised the bar for what people expect from service providers. Utilities companies that fail to adapt aren't just competing with their industry peers – they're being compared to every seamless, on-demand experience customers encounter in their daily lives.

This guide explores how utilities providers can meet these rising expectations, offering a step by step walkthrough of what the issues are, and how to solve them. Let's get started.



UBER-LIKE SERVICE: THE NEW BASELINE FOR UTILITIES

Are you old enough to remember the nineties, or the early noughties?

If so, do you remember what calling a taxi was like?

You found a phone number from somewhere. A bit of card, a hotel receptionist. You phoned the number, hoping that someone would answer. When they did answer, they might be distracted or hard to hear. Eventually, you'd communicate where you were.

Hopefully they knew it; if they didn't, there would follow a long exchange of explaining street names, landmarks, and visual cues.

After this, you'd wait. You'd stay where you were, and wait. They might give you an estimate of how long the taxi would be, but this could be way off. You had no way to contact the driver. Eventually, hopefully, they would turn up.

To younger readers, the pre-Uber way of calling a taxi sounds like the stone age. But this punching and waiting and hoping was the norm – until a forward-looking company came forward and deployed cutting-edge tech to radically improve the experience forevermore.

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The same revolution that turned taxis into an app-based marvel is reshaping customer service expectations for utilities companies. No-one wants to call and sit on hold when they have a problem. Above all, no-one wants to sit through vague promises like “We’ll be there between 9 a.m. and 5 p.m.,” and have to wait around all day, unable to contact the technician. Customers are no longer willing to block off an entire day, stranded at home, unable to plan their lives.

Apps like Uber and DoorDash have changed the game, proving that real-time updates, precise ETAs, and constant communication aren’t luxuries—they’re the baseline. You know exactly when your driver will arrive.

You can watch their progress on a map. You can text or call them directly if needed. That seamless convenience, once unthinkable, is increasingly the expectation for every interaction, from ordering dinner to fixing your WiFi.

Utilities providers that still cling to outdated processes are on borrowed time. The era of “see you sometime next Wednesday” is over. Customers want what they get from Uber—transparency, control, and immediacy. They want real-time updates on their service, from scheduling to completion, and they expect this information at their fingertips. Anything less is frustrating, archaic, and increasingly unacceptable.

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What companies like Uber did for transportation, the best utilities providers are now doing for customer experience: making it smarter, smoother, and more predictable. The businesses that embrace this shift will win the trust—and loyalty—of customers who have grown accustomed to the new standard.

03

WHY UTILITIES CUSTOMER SERVICE GETS A BAD RAP

“The person fixing your WiFi will arrive between 9am and 5pm, and no, you can’t contact them. Stay home or you’ll have to wait another week.”

Sound familiar? For many customers, this type of interaction defines their relationship with utilities providers—frustrating, outdated, and often maddening.

It’s not just about the inconvenience; it’s about the disconnect between what customers experience in other industries and what utilities are offering. Companies like Uber, DoorDash, and even Amazon have shifted the bar. Real-time updates, seamless app interfaces, and transparent communication are no longer perks—they’re expectations. Some utilities companies, however, seem stuck in a bygone era.

Scheduling a service visit? Prepare for vague, open-ended timeframes that force you to sit home all day. Want to get an update or reschedule? Good luck. Want to discuss your case in more detail? Get ready for a clunky, outdated phone tree, and wait endlessly on hold. Worse, when you do get through, the representative often has no visibility into your request or its status, leaving you more frustrated than when you started.

















Customers want transparency and predictability. They want to feel like their time and needs are respected. Being tethered to a single, full-day appointment window, with no means of communication or tracking, feels archaic in an age when you can track a pizza delivery or a taxi to your door.

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Today, we live in a world shaped by “the sharing economy,” where user-friendly interfaces and frictionless interactions define the customer experience. Industries outside utilities have adopted these principles because they work. They build trust, loyalty, and repeat business.

Utilities companies failing to meet this new standard risk alienating their customers. These customers are no longer comparing them to other utilities companies—they’re comparing them to every frictionless, on-demand service they use. The message is clear: adapt or be left behind.

04 FROM FRUSTRATION TO INNOVATION: THE NEW STANDARD FOR CUSTOMER SERVICE

Outdated Utilities Customer Service	Modern, "Uberified" Customer Service
 Appointment window: "9am to 5pm"	 Appointment window: Precise ETAs with live tracking
 No updates after booking; customer left waiting blindly	 Real-time updates via app, SMS, or email
 Communication only through long hold times or clunky IVRs	 Direct communication via chat, call, or text with technicians
 Technician's arrival: "When they get there, they get there"	 Technician arrival: Trackable in real-time, like a rideshare driver
 Lack of visibility into service status	 Transparent service status at every stage
 Paper forms for technicians, leading to errors and delays	 Digital tools for streamlined, accurate reporting
 Customer feedback rarely solicited or acted on	 Instant feedback options integrated into apps
 Service requests resolved after multiple follow-ups	 Service requests often resolved on the first visit

05 HOW TO CREATE THE EXPERIENCE UTILITIES CUSTOMERS ACTUALLY WANT

In an age where convenience is king, delivering the kind of customer service people actually want means prioritizing speed, transparency, and accessibility. Here's what it looks like in practice:

Textable Customer Support

Customers want help on the go, without the hassle of a phone call. SMS or WhatsApp support makes rescheduling, checking status, or asking questions fast and frictionless. It's an app-free, instant solution that eliminates hold times and streamlines communication.

No Sitting on Hold

Long waits on hold are a dealbreaker for today's customers. Instant chat or callback options connect them to support quickly and on their terms. Smart routing ensures inquiries are handled efficiently, saving time and boosting satisfaction.

Slick CRM Integration

A connected CRM gives support teams instant access to customer history, preferences, and past interactions. This enables faster, more personalized solutions, building trust and loyalty with every interaction.

Live Ticket Information in Browser/App

Customers hate being left in the dark. Live ticket updates in a browser or app provide full visibility into the service process—who's assigned, arrival times, and any delays—empowering customers with transparency and control.

Real-Time Updates and Ongoing Chat

Automatic updates keep customers informed, whether it's confirming an appointment or handling a delay. Pairing this with ongoing chat ensures they're never left wondering and can reach support without starting from scratch.

Video Call Option

Video call support lets technicians troubleshoot remotely, solving problems faster and avoiding unnecessary visits. It's a win-win: customers get quick resolutions, and businesses save time and resources.

Technician Trackable, Like an Uber

Live tracking puts customers in control. Knowing exactly when a technician will arrive—and being able to contact them directly—eliminates uncertainty and delivers peace of mind, just like tracking a rideshare.

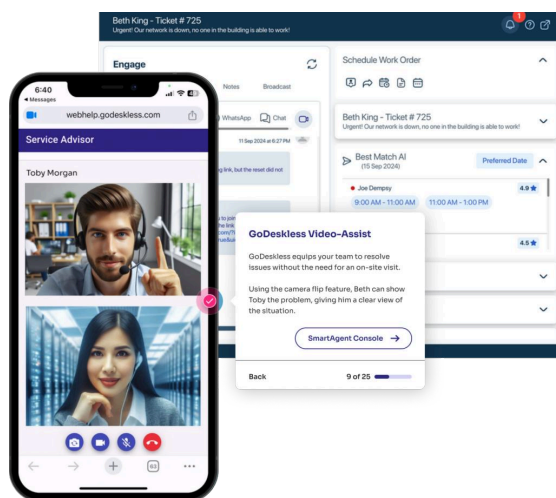
By implementing these features, utilities and service providers can meet—and exceed—the expectations of today’s customers. It’s not just about keeping up with the times; it’s about setting a new standard for customer experience that fosters loyalty and satisfaction.

06 UPGRADING CX WITH GODESKLESS

Ready to bring your utilities business into 2025?

Transform how you deliver service with GoDeskless, the platform built for the modern customer experience. Say goodbye to outdated processes and hello to real-time updates, seamless communication, and effortless scheduling.

With GoDeskless, customers can track technicians in real-time, manage service requests directly through their devices, and receive proactive updates every step of the way. For your team, our intuitive tools ensure streamlined operations, fewer delays, and first-time fixes that keep customer satisfaction reliably high.



Try our Interactive Demo

In just a few clicks, discover how easy it is to manage your team, streamline scheduling and track progress in real-time.

[Check it out!](#)