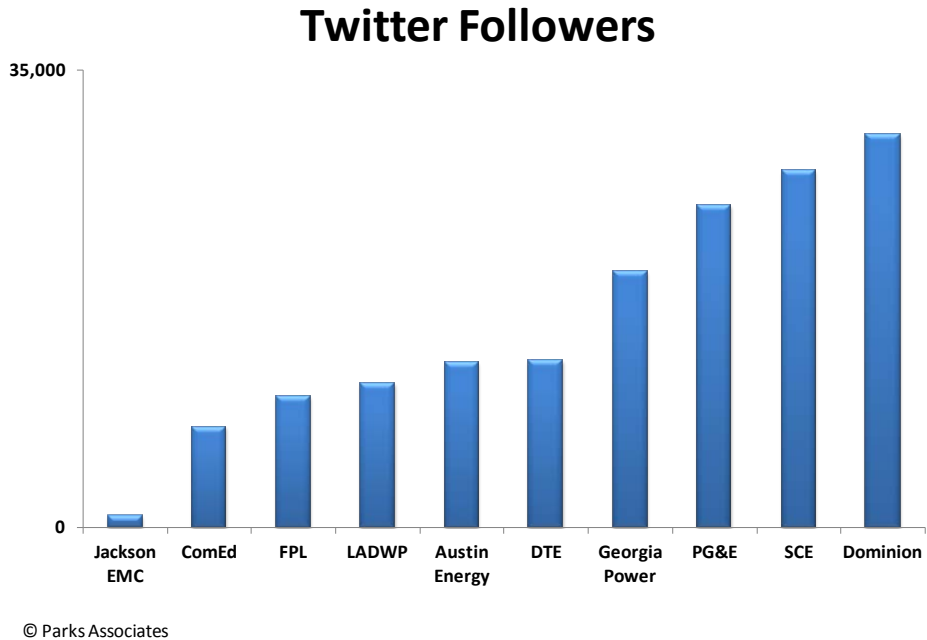


Synopsis **Utilities and their Twitter Followers**

Digital media coupled with smart home services, connected products, and applications provide new opportunities for utilities to engage consumers. Moving the needle requires understanding target segments and context so that programs can be directed at key decision points when the consumer is actively engaged, rather than trying to engage the largely apathetic mass market. The report includes case studies and scenarios for market success.



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"Digitally engaged customers are more satisfied with their electric utility service. There are many opportunities to facilitate a relationship with customers by utilizing platforms that customers have already adopted such as social media and smart home devices," said Maia Hinkle, research analyst at Parks Associates. "Understanding customer expectations and best practices for digital engagement are paramount to successfully implement these tools."

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