



PRESS RELEASE | PUBLISHED: AUGUST 23, 2011

E Source Announces Top Utility Websites Study Finds Social Media Expectations Are Increasing

According to the latest E Source benchmark study, the top-rated U.S. electric and gas utility websites belong to Wisconsin Public Service, Avista Utilities, Entergy Corp., and Pacific Gas and Electric Co. The top-rated Canadian utility websites belong to Énergie NB Power and BC Hydro.

This year, utility websites were tested using mobile devices as well as desktop computers. According to Kim Burke, associate research director at E Source and coauthor of the report, "We reviewed 11 different tasks on mobile devices because that represents the reality of how residential customers are increasingly accessing utility websites. This is especially true with tasks such as outage or emergency reporting. Our reviewers were delighted when they encountered sites that were optimized for mobile viewing. Clearly, it's becoming critical to consider the online user experience from both the mobile and traditional desktop perspectives."

E Source found that both utility customer expectations and utility websites have changed significantly since earlier reviews. Social networking is one aspect of the online experience that has evolved: 43 percent of the home pages reviewed included links to social media sites. "Social networking now accounts for the highest percentage of online activities," says Stephanie Spalding, E Source research manager and report coauthor. "Utilities are responding by listening to and communicating with their customers in that space. Including links to social media sites is one of the most prominent additions to utility websites since our last review—one that was well received by our reviewers."

Regional rankings are as follows:

Eastern U.S. PPL Electric Utilities is the top-ranked utility in the eastern region, followed by Pepco and PECO which earned second- and third-place rankings in the region, respectively.

Midwestern U.S. Wisconsin Public Service captured the top rank in the midwestern region. DTE Energy and We Energies rounded out the top three.

Southern U.S. Entergy Corp. ranks highest in the southern region. Georgia Power and Dominion earned the next two highest scores, respectively.

Western U.S. Avista Utilities earned the top rank in the western region, followed by Pacific Gas and Electric Co. and Sacramento Municipal Utility District.

Canada. Énergie NB Power, BC Hydro, and SaskPower are the top-performing Canadian utilities.

The "E Source Review of North American Electric and Gas Company Websites: 2011" assessed the websites of 100 U.S. and Canadian utilities (**Table 1**). Between December 2010 and April 2011, a team of residential customers accessed and used the top 29 web and mobile features (both informational and self-service tasks) identified by E Source market research as the features residential customers most want to see on their utility's website.

TABLE 1: Performance ranking of U.S. and Canadian websites, 2011

Functionality and average usability ratings were combined with equal weighting to determine the overall performance index, which has a maximum possible value of 1,000. The websites were then ranked in descending order.

Rank	Company name	Score	Rank	Company name	Score
Top quartile			Third quartile		
1	Wisconsin Public Service	804	51	PNM	645
2	Avista Utilities	803	52	Silicon Valley Power	641
3	Entergy Corp.	799	53	Ameren	638
3	Énergie NB Power	799	54	Southern California Edison	637
5	Pacific Gas and Electric Co.	793	55	Columbia Gas of Ohio	629
6	Sacramento Municipal Utility District	791	55	SaskEnergy	629
7	Georgia Power	780	57	Alliant Energy	626
8	DTE Energy	775	58	GRU	625
9	We Energies	768	59	Madison Gas and Electric Co.	622
10	Dominion	766	60	Hydro-Québec	619
10	NW Natural	766	61	Washington Gas	618
10	South Carolina Electric & Gas (SCANA)	766	62	Oklahoma Natural Gas	617
13	Puget Sound Energy	761	63	Consolidated Edison Co. of New York (Con Edison)	614
13	Vectren Corp.	761	64	Direct Energy	612
15	Peoples Gas (Illinois)	752	65	Long Island Power Authority	609
15	SRP (Salt River Project)	752	65	NorthWestern Energy	609
17	Florida Power & Light Co.	751	67	Hydro Ottawa	598
18	San Diego Gas and Electric	748	68	Westar Energy	578
19	PPL Electric Utilities	746	69	Toronto Hydro-Electric System	576
20	American Electric Power	741	70	Santee Cooper	570
21	NIPSCO	739	71	Nova Scotia Power	567
21	Progress Energy Inc.	739	72	OG&E	564
23	Arizona Public Service	737	72	Austin Energy	564
24	KCP&L	736	74	Philadelphia Gas Works	557
25	Pepco	732	74	Tampa Electric Co.	557
Second quartile			Fourth quartile		
26	PECO	726	74	Hydro One	557
27	BC Hydro	723	77	Consumers Energy	550
27	Duke Energy	723	78	Tucson Electric Power	541
29	Public Service Electric & Gas	718	79	CenterPoint Energy	538
30	CPS Energy	716	80	Baltimore Gas & Electric	536
31	Reliant Energy	715	80	Connecticut Light & Power	536
32	Los Angeles Department of Water and Power	713	80	MidAmerican Energy	536
33	Portland General Electric	705	83	NSTAR	534
34	TXU Energy	701	84	Omaha Public Power District	533
34	SaskPower	701	85	Hawaiian Electric Co.	532
36	Memphis Light, Gas & Water Division	697	86	Jersey Central Power & Light	518
37	Fortis BC (reviewed as Terasen Gas)	685	87	Dayton Power & Light	517
37	Union Gas Limited	685	87	EPCOR	517
39	ComEd	679	87	New York State Electric & Gas	517
39	Manitoba Hydro	679	90	Nicor Gas	509
39	Black Hills Energy	679	91	Duquesne Light	500
42	Southwest Gas Corp.	678	91	Questar Gas	500
43	Louisville Gas and Electric Co.	674	93	Laclede Gas	488
43	NV Energy	674	94	Allegheny Power	477
45	National Grid	664	95	National Fuel Gas	475
46	Atmos Energy	658	96	Piedmont Natural Gas	474
47	Rocky Mountain Power	652	97	Enbridge Gas	467
48	Xcel Energy	651	98	Tacoma Public Utilities	465
49	Southern California Gas Co.	650	99	Missouri Gas Energy	457
50	Otter Tail Power Co.	648	100	ENMAX	448

“The reviews were conducted from the perspective of general Internet use, so these websites were rated against the best in class across all websites, not just utility websites,” said Rich Goodwin, manager of E Source Customer Satisfaction Services.

For more information about this comprehensive study, please visit www.esource.com/Web_Review_History.

About E Source

E Source has been providing unbiased, objective energy business intelligence to over 300 utilities and large corporate energy users for more than 20 years. We provide analysis, research, and tools that increase the effectiveness of our clients’ operations, programs, and customer relationships. Our research analysts and consultants supply expertise in energy efficiency, utility customer satisfaction, program design, marketing, energy management, energy procurement, supply management, and carbon management.

Public Relations Contact

Wendy Bloechle, Vice President of Marketing, E Source

E-mail [Wendy Bloechle](mailto:Wendy.Bloechle@esource.com)

303-345-9158

[Integrity Policy](#) || [Site Map](#) || [Privacy Policy](#) || [Terms of Use](#)

© 1986-2011 E Source Companies LLC. All rights reserved.

Distribution outside subscribing organizations limited by license.

[View basic member license agreement.](#)