

Improve Utility Customer Engagement at SMI's 3rd annual Social Media in the Utilities Sector Conference

SMI's 3rd annual Social Media in the Utilities Sector will feature an array of major Utilities sharing vital insights on their customer engagement strategies.

LONDON, UNITED KINGDOM, February 28, 2014 /EINPresswire.com/ -- Adverse weather conditions such as those recently experienced in the UK can wreak complete havoc, leaving tens of thousands of customers without water and power supply. Utility providers have witnessed a significant surge in calls and enquiries to their contact centres from customers trying to resolve their issues. For instance, water companies have reported receiving

30% more calls than normal recently due to increasing water levels and blocked sewers, and with further flood warnings and alerts being issued from the Environment Agency, the increased demand on customer service departments is set to continue. With Ofgem's new rules to cap the number of tariffs a supplier can offer and improve price transparency, utilities now need to prioritise improving the [customer experience](#) and brand loyalty, which is often tested to breaking point during a weather crisis.



Consumers now use a variety of digital channels to communicate with a company and with the rapid rise in the usage of mobile devices - allowing them to quickly and easily compare and switch suppliers - the utility sector has to ensure it has the right multi-channel customer service strategy in place to meet growing expectations for an instant and consistent service 24/7, especially during an emergency. Against this backdrop, SMI's 3rd annual [Social Media](#) in the Utilities Sector conference will provide the ideal platform for discussion on how social media can improve customer relations, recruitment strategies and develop brand reputation which can contribute to commercial success. The two-day [conference programme](#) will feature an array of case studies on Utility social media strategies, sharing valuable lessons learnt and best practices from Affinity Water, Northern Powergrid, Jamaica Public Service Company Limited, Vitens, Electricity North West and RWE npower among others.

Speaker Panel includes:

- Timothy Compton, Digital Community Coach Digital Engagement Team, Affinity Water
- Emma Cottle, Internet Services Manager, Northern Powergrid
- Tricia Williamson, Social Media & Online Communications Manager, Jamaica Public Service Company Limited
- Kim Van Gameren, Senior Communications Adviser, Vitens
- Jonathan Morgan, External Communications Manager, Electricity North West
- Joanne Frears, Solicitor - Head of Intellectual Property, Jeffrey Green Russell Limited
- Murray Cox, Strategic Director, DigitasLBi
- Beverley Harrington, Brand Reputation and Social Media PR Manager, RWE npower

- Emily Ward, Social Media Marketing Lead, RWE npower
- James Mossman, Associate Director Digital, Edelman
- Mark Adams, Director, TCG.SO

To view the full speaker line-up and conference programme, visit <http://www.smi-online.co.uk/2014media-utilities20.asp>

Plus, don't miss the pre-conference workshop on:

Growing your Sphere of Influence Online | Led by Heleana Quartey, Head of Digital UK, Lewis PR | 1st April 2014, London, UK

The online sphere provides us with unprecedented opportunities to identify and engage with a growing ecosystem of stakeholders. From customers, independent experts consumer champions, specialist interest groups to media and analysts, there are always new people that we wish to connect with and be wary of. In a sector that is increasingly affected by controversy, businesses will discover potential friends within these groups that can help carry their message forward, or protect against detractors that could damage their reputation.

Vinh Trinh
SMi Group
+44 (0) 20 7827 6140
[email us here](#)

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