

Customer Experience in the Public Utility Industry by Country

KEY TAKEAWAYS

- + Emirati consumers are the most satisfied with their public utility experiences, while Chinese consumers are the most likely to trust. Globally, consumers are more likely to trust than recommend their public utility provider.
- + Consumer satisfaction with utility providers have changed the least over the past 3 years, rising 1 point, while consumer likelihood to purchase more from utilities have changed the most, increasing 5 points.

CX Metrics in the Public Utility Industry

	Satisfaction	Trust	Recommend	Purchase More
Australia	65%	60%	58%	66%
Brazil	65%	74%	74%	78%
Canada	75%	73%	58%	67%
China	80%	88%	73%	81%
Denmark	66%	67%	55%	66%
France	72%	69%	65%	77%
Germany	69%	64%	58%	32%
Hong Kong (China)	70%	80%	59%	55%
India	77%	87%	84%	84%
Ireland	62%	63%	54%	69%
Italy	43%	43%	44%	49%
Japan	42%	60%	28%	23%
Mexico	75%	78%	74%	78%
Netherlands	66%	72%	58%	65%
New Zealand	73%	71%	62%	68%
Philippines	72%	83%	81%	81%
Singapore	81%	86%	76%	72%
South Korea	63%	72%	62%	83%
Spain	56%	61%	51%	56%
Sweden	65%	64%	57%	66%
United Arab Emirates	85%	84%	83%	79%
United Kingdom	63%	62%	55%	64%
United States	72%	71%	64%	74%

ABOUT

Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Customer Experience in the Public Utility Industry, 2022-2025

Customer Experience in the Public Utility Industry

■ Satisfaction ■ Trust ■ Recommend ■ Purchase More

Global: 2025

68%
Satisfaction

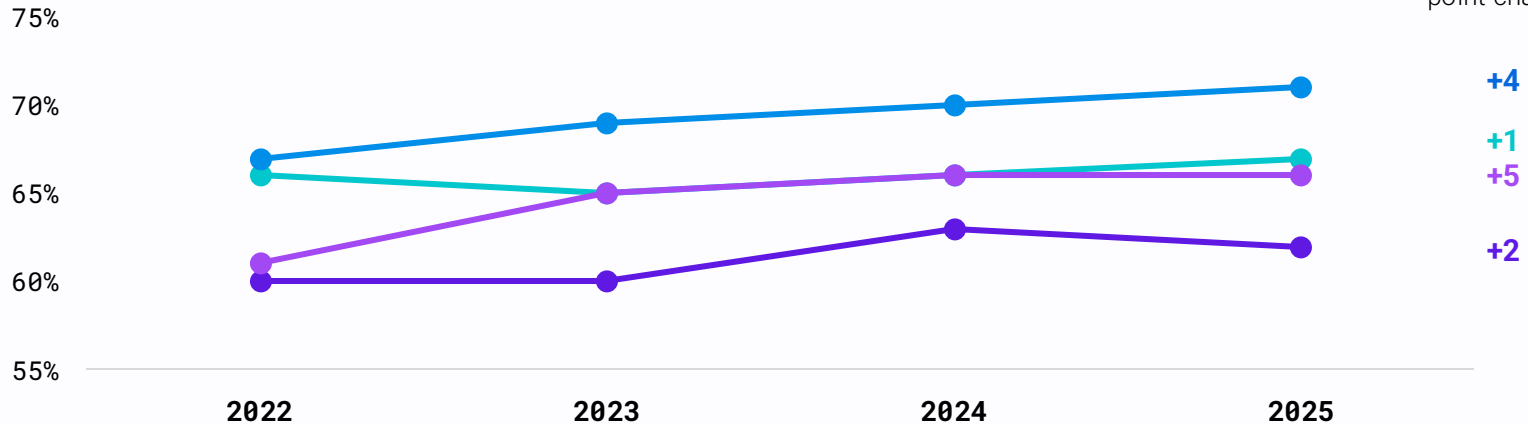
71%
Trust

62%
Recommend

67%
Purchase More

CX Metrics over time 2022-2025

3 year %-
point change



ABOUT

Base: 23,730 consumers across 23 countries

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DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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