

Virtual Assistant • Billing & Payments

Moderated Usability Testing

Executive Summary

The objective of these sessions was to collect information about how users engage with the **Georgia Power** Virtual Assistant.

We conducted a total of **13 moderated usability sessions**. This readout summarizes the key findings from these sessions.

Contributors were recruited via usertesting.com:

- 28 - 65+ years old
- Georgia Power, Alabama Power or Mississippi Power customers
- Responsible for paying the electricity bill at their residence and/or business

The test lasted on average about 45 minutes.

8/13 users struggled with selecting the appropriate menu options, particularly when choosing between "Payment Arrangement" and "Review Billing & Payments."

9/13 users successfully enrolled in paperless billing by navigating through the menu options or typing in their request directly.

11/13 users successfully obtained information about their household's energy usage patterns through the Virtual Assistant.

9/13 users successfully obtained information about saving energy through the Virtual Assistant

7/13 users encountered challenges in understanding or selecting the appropriate options from the menu.

The most common suggestion among the users is to **enhance the problem-solving capability and comprehension** of the Georgia Power Virtual Assistant.

6/13 users indicated they would be likely to use the Georgia Power Virtual Assistant again for similar tasks.

Background and Methodology

Overview

Scenarios

1. Your electric bill is due and remembering that Georgia Power recently introduced a Virtual Assistant feature, you decide to utilize it to quickly pay your bill. How would you use the Virtual Assistant to accomplish this task?
2. You have heard about Georgia Power's paperless billing option and are interested in signing up for it. How would you use the Virtual Assistant to sign up for Paperless Billing?
3. You are a homeowner who is curious about your household's energy usage patterns. However, you are unsure where to start and do not have the time to dig through your utility bills. How would you use the Georgia Power Virtual Assistant to help you get information about your energy usage?
4. You want to find ways to become more energy efficient. How would you use the Georgia Power Virtual Assistant to help you get information about saving energy?

Strategy

The unmoderated test used a combination of **tasks** & **verbal questions**.

Goal

To evaluate the effectiveness, efficiency, and user satisfaction with the virtual assistant interface. This involves assessing how well users can interact with the chatbot to accomplish common tasks related to utility services, such as bill inquiries, service disruptions, or account management.

The test aims to identify any usability issues, user frustrations, or points of confusion within the virtual assistant's design and functionality. Insights gained from the usability test will inform improvements to enhance the overall user experience, making the virtual assistant a more valuable and user-friendly tool for customers interacting with the utility company's services.

Methodology

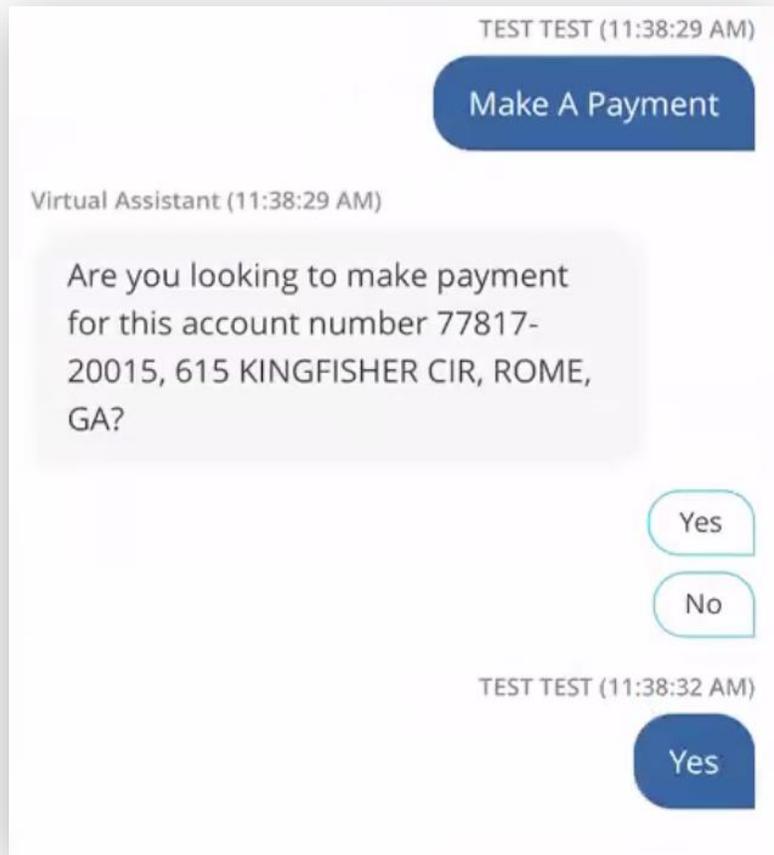
A total of **13 moderated usability tests** were conducted using the UserTesting panel. Respondents were required to be a customer of Georgia Power (smartphone users aged 28-65). All contributors were responsible for paying their electric power bill.

The tests were conducted in **April, May 2024**, remotely via UserTesting.com and lasted on average about 40 minutes.

Insights

Task

Your electric bill is due, and you decide to utilize the Georgia Power Virtual Assistant. How would you use the Virtual Assistant to pay your bill?



8/13 users struggled with selecting the appropriate menu options, particularly when choosing between "Payment Arrangement" and "Review Billing & Payments."

6/13 users expressed frustration with the lack of clarity in menu options and expected clearer guidance from the Virtual Assistant.

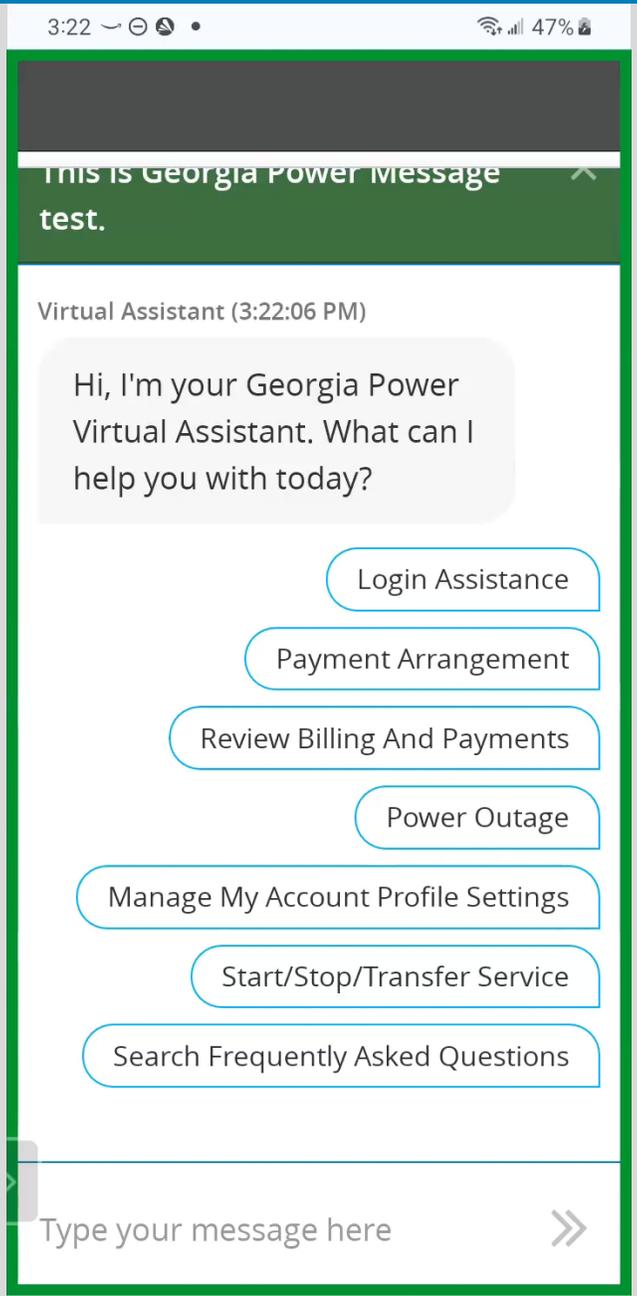
5/13 users ultimately found success in paying their bills but noted that the process took longer than expected or encountered unexpected roadblocks.

4/13 users appreciated the feature allowing payment within the chat interface but found it confusing or encountered technical issues during the process.

3/13 users expressed a preference for using the website instead of the Virtual Assistant for paying bills due to perceived inefficiencies or confusion.

7/13 users experienced issues related to the login process, with some needing to log in multiple times to complete the task.

Logged out users experienced confusion over the way the chat was ended abruptly, confirming previous findings.

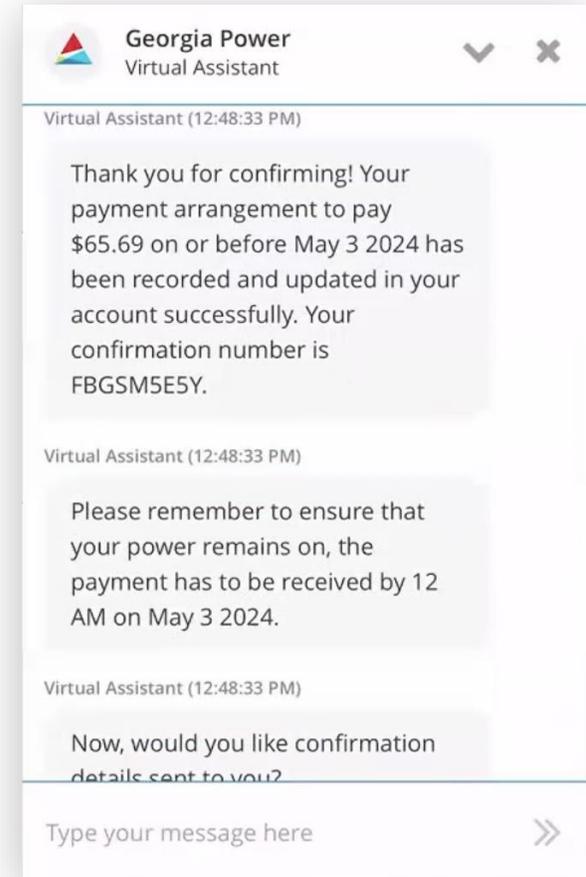
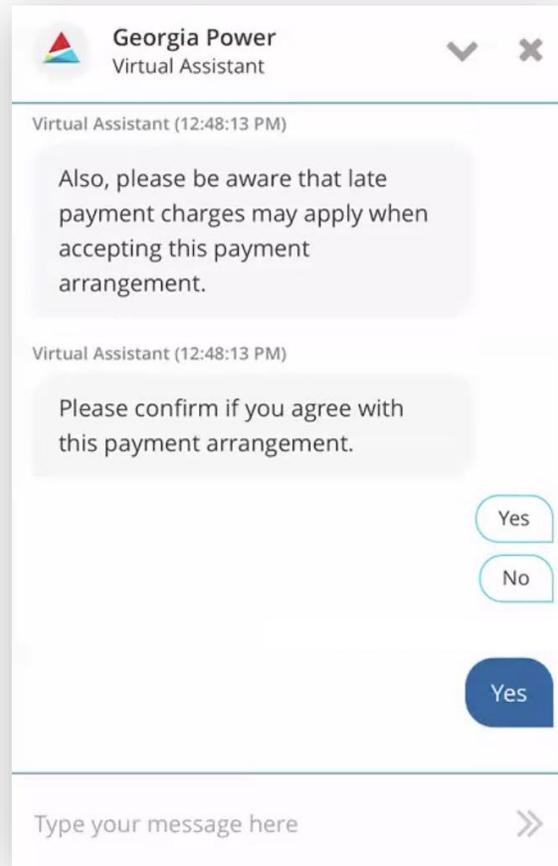


Participant
NicoNa

Task
Pay Bill

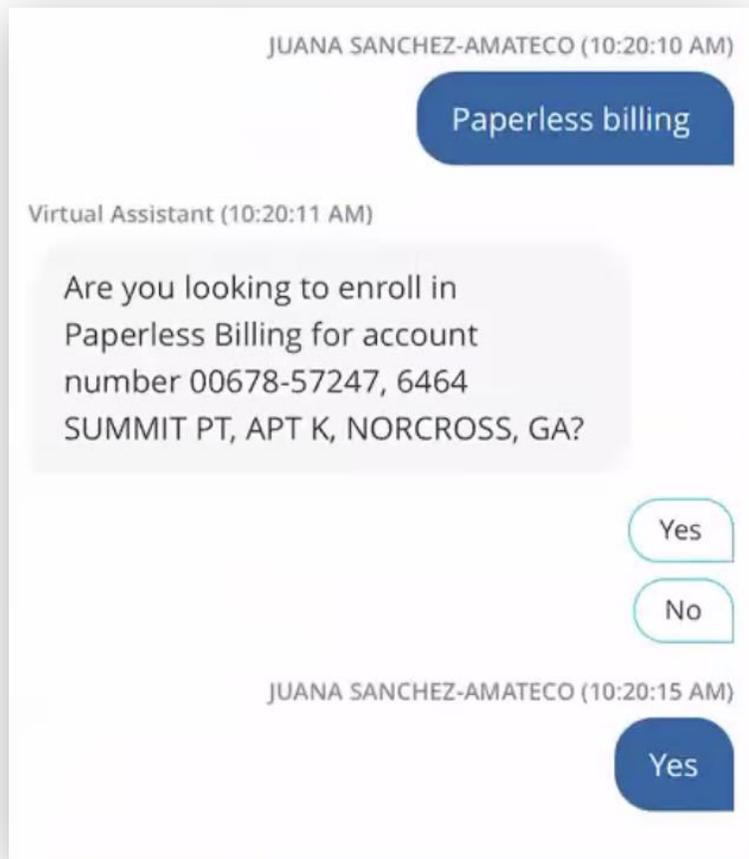
Notable Insights

The term “Payment Arrangement” is not universally understood. Listed this way in the initial virtual assistant choices can potentially lead customers down the wrong path and may misunderstand the nature of the arrangement itself.



Task

You have heard about Georgia Power's paperless billing option and are interested in signing up for it. How would you use the Virtual Assistant to sign up for Paperless Billing?



9/13 users successfully enrolled in paperless billing by navigating through the menu options or typing in their request directly.

6/13 users experienced initial confusion or difficulty locating the option for paperless billing, trying different menu paths or keywords before finding it.

5/13 users described the process as straightforward and appreciated the direct setup within the chatbot, while others found it confusing or unintuitive.

2/13 users preferred simpler responses from the chatbot and clearer instructions throughout the enrollment process.

4:19

Paid Total Due
\$0.00

Total due reflects pending/scheduled payments

PAY NOW

Billing Period **03/06/2024-04/05/2024**
[Billing & Payment History](#)


[View Bill](#)

Newsletter
Not
Available

| | 1 Year Ago | Last Month | This Month |
|------------------------|------------|------------|------------|
| Total kWh Used | 272 | 277 | 348 |
| Average daily cost | \$1.60 | \$1.91 | \$2.19 |
| Days in Billing Period | 31 days | 29 days | 30 days |

**MORE POWER SOURCES
MEANS LOWER ENERGY COSTS.**

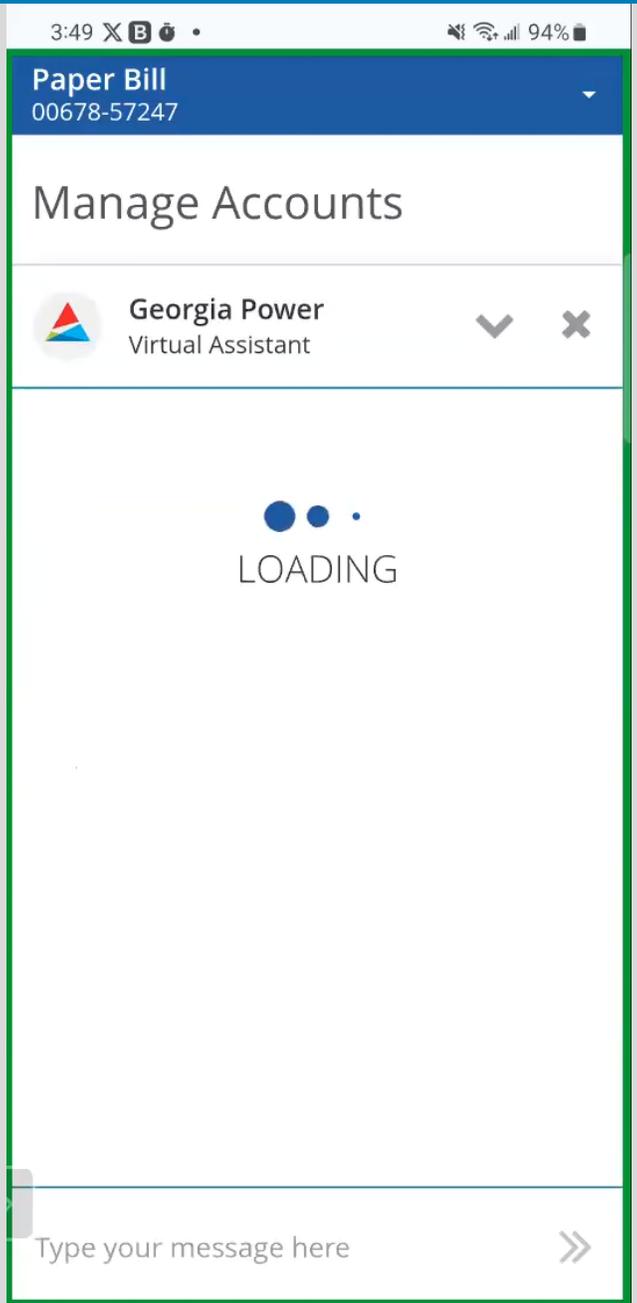
[CLICK HERE](#) TO LEARN MORE.

Recent Power Usage


ua2-customerservice2.southerncompany.com

Participant
CountessFab

Task
Enroll in Paperless

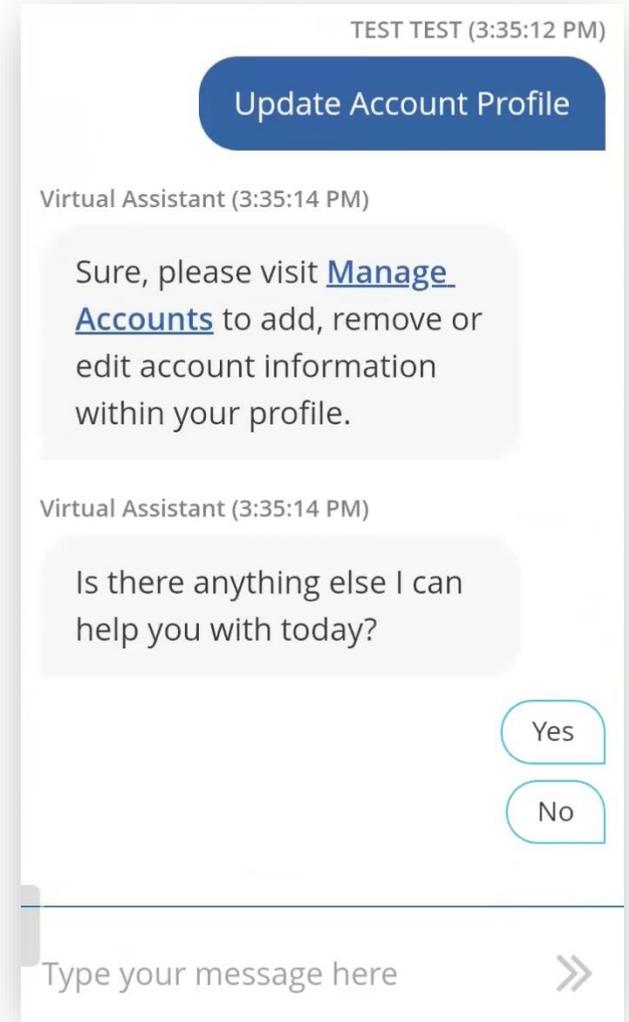
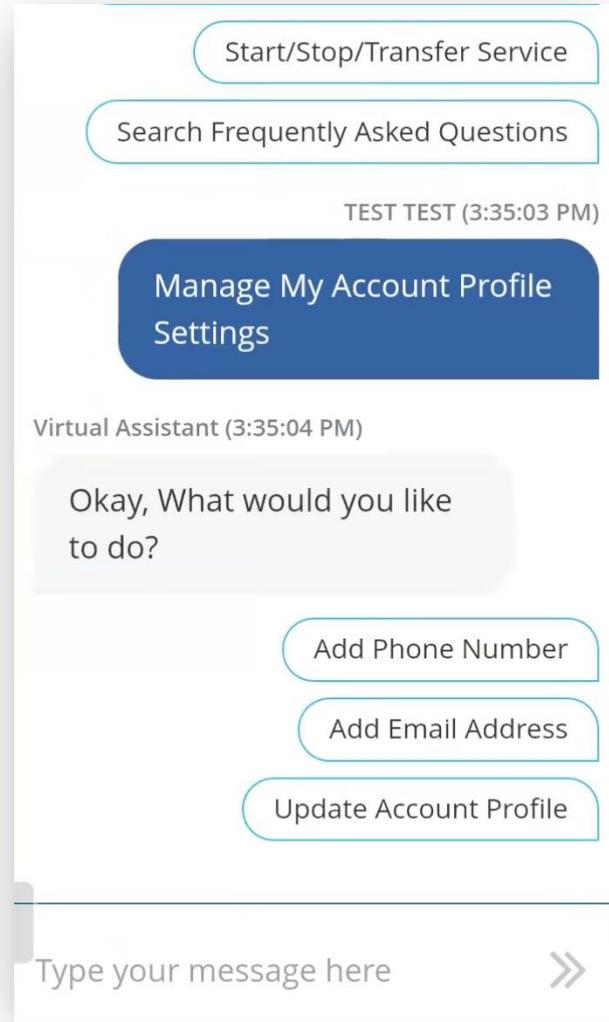


Participant
[impdream67](#)

Task
[Enroll in Paperless](#)

Notable Insights

6 users experienced confusion or difficulty initially, highlighting the need for clearer navigation paths or keyword prompts to help users find the paperless billing option more easily.



Task

You are curious about your household's energy usage patterns. How would you use the Georgia Power Virtual Assistant to help you get information about your energy usage?

The screenshot shows a chat interface with a white background and a blue header. At the top right, there is a blue button labeled "Usage history". The chat starts with a message from the "Virtual Assistant (3:54:29 PM)" asking, "Sure, are you looking for the energy usage details for account number 00678-57247, 6464 SUMMIT PT, APT K, NORCROSS, GA?". Below this message are two buttons: "Yes" and "No". A user named "JUANA SANCHEZ-AMATECO (3:54:35 PM)" has selected the "Yes" button. The Virtual Assistant then responds with a detailed energy usage comparison: "All right, here is your energy usage comparison. This month, you used 235 kWh over a 29-day billing period at an average daily cost of \$1.68. Last month, you used 539 kWh over a 30-day billing period at an average daily cost of \$3.00. And, for the same month last year, you used 609 kWh over a 31-day billing period at an average daily cost of \$0.00." At the bottom, the Virtual Assistant says, "To see detailed information about your energy usage, please click [My Power Usage](#)."

11/13 users successfully obtained information about their household's energy usage patterns through the Virtual Assistant, but not always on their first try.

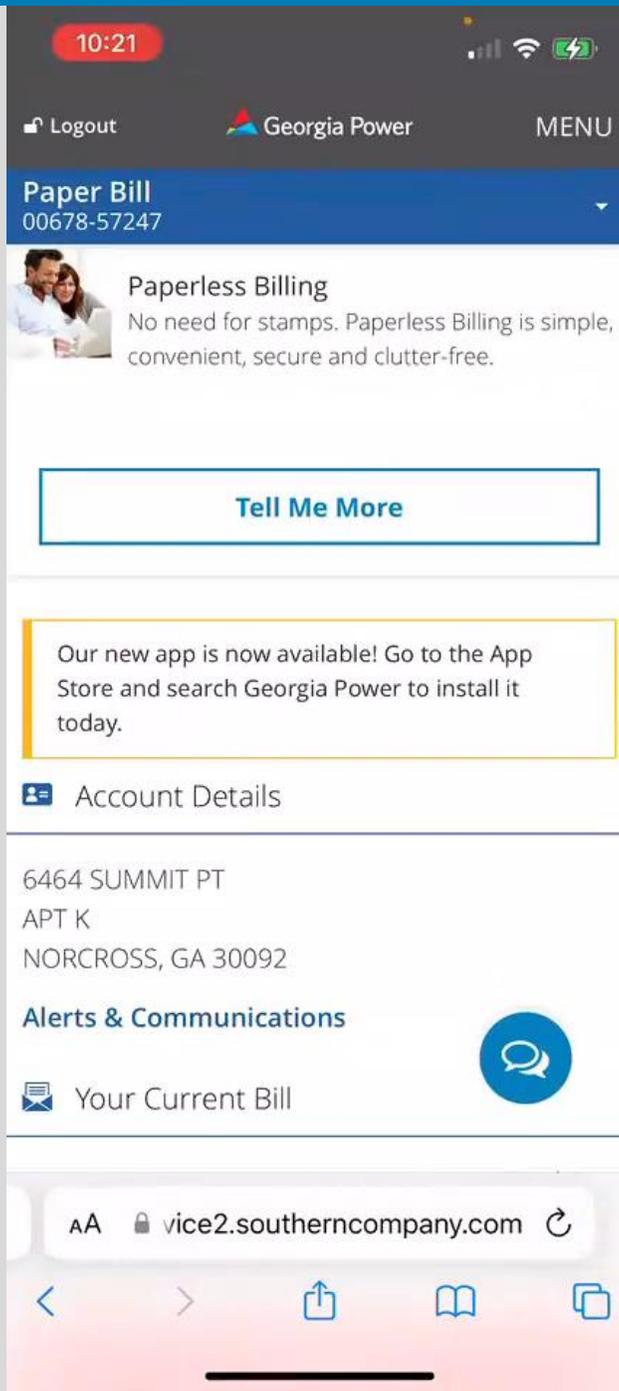
6/13 users encountered challenges navigating the menu options or finding suitable chips to access the desired information, leading to initial hesitation or confusion.

7/13 users expressed satisfaction with the information provided by the chatbot regarding their energy usage patterns, finding it helpful or satisfactory.

4/13 users expressed a preference for visual representations such as charts or graphs to better understand their energy usage patterns.

2/13 users encountered technical issues, such as links not working or not receiving the expected detailed information, impacting their overall experience.

3/13 users provided feedback on the format of the information provided, suggesting improvements or expressing preferences for different presentation styles.

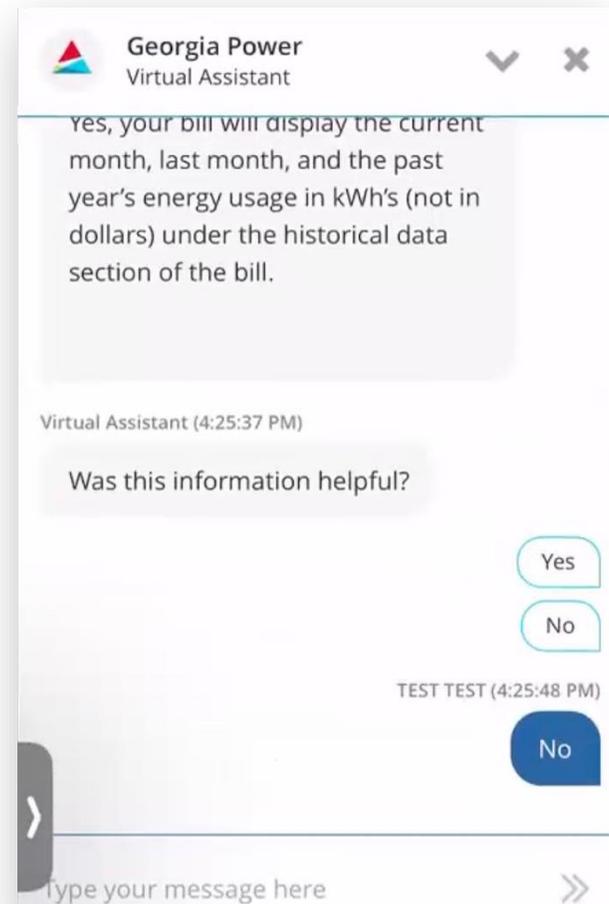
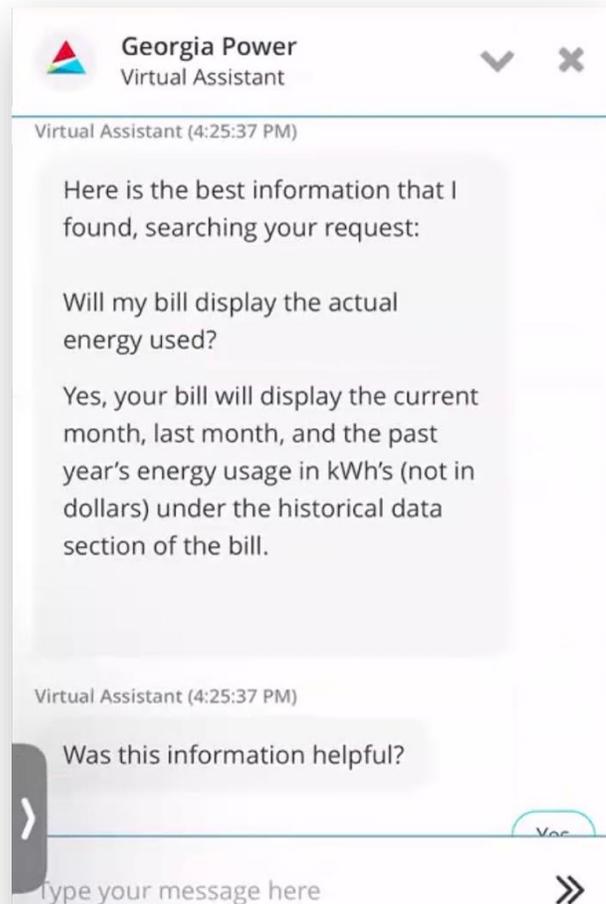
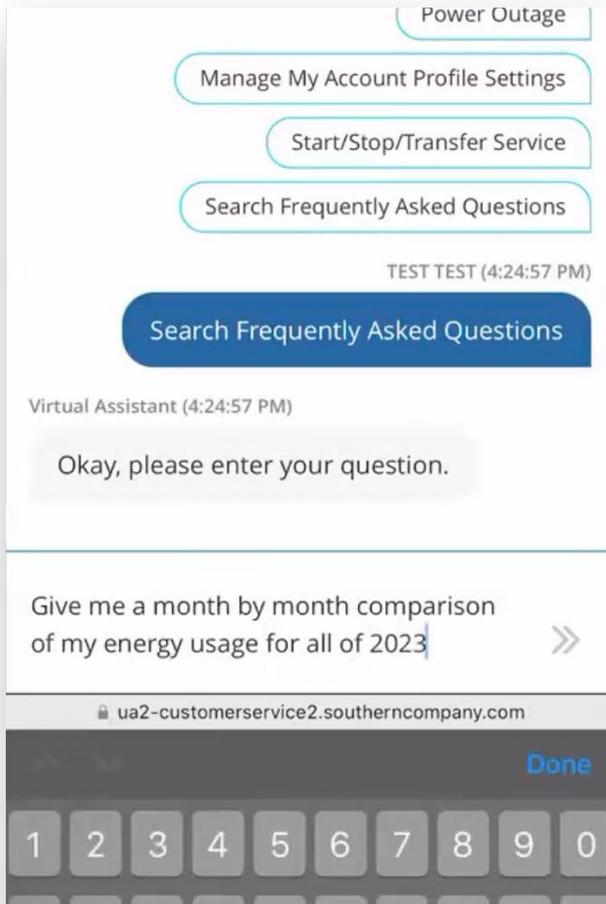


Participant
ToughTrout9322

Task
Find your Energy Usage

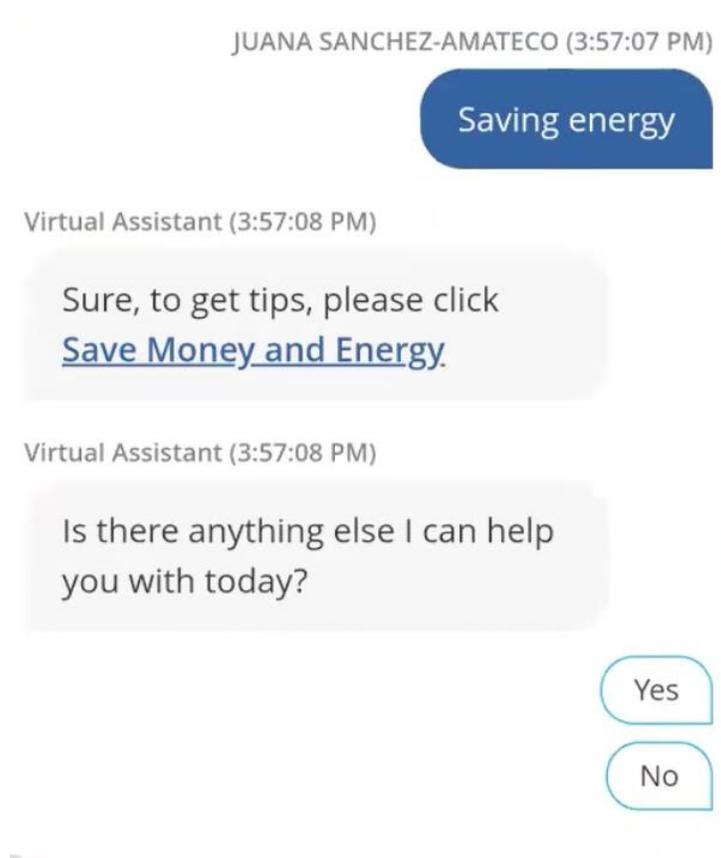
Notable Insights

While most were successful in this task, 6 users encountered challenges navigating the menu options or finding suitable chips to access the desired information, leading to initial hesitation or confusion. Those that chose to type their request needed to use specific wording to accomplish the task.



Task

You want to find ways to become more energy efficient. How would you use the Georgia Power Virtual Assistant to help you get information about saving energy?



9/13 users successfully obtained information about saving energy through the Virtual Assistant, either by selecting relevant options or typing custom inquiries.

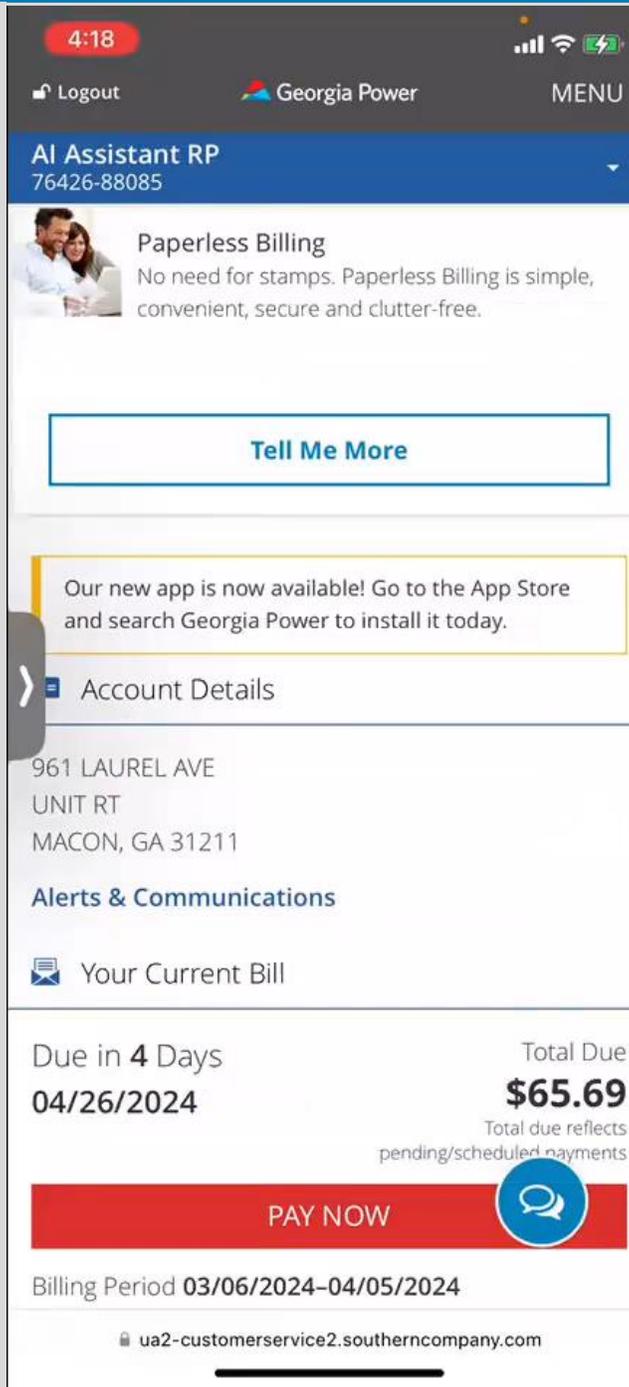
4/13 users encountered challenges navigating the menu options or finding suitable chips to access information about saving energy, leading to initial hesitation or confusion.

7/13 users expressed satisfaction with the information provided by the chatbot regarding energy-saving tips, finding it helpful or meeting their expectations.

4/13 users appreciated direct links provided by the chatbot to access energy-saving tips, facilitating quick access to relevant information.

2/13 users expressed frustration with the effort required to find relevant information, particularly when encountering non-functional links or having to navigate through multiple options.

2/13 users noted confusion with the categorization of energy-saving tips under "Review Billing and Payments," suggesting that it may not be an intuitive location for such information.

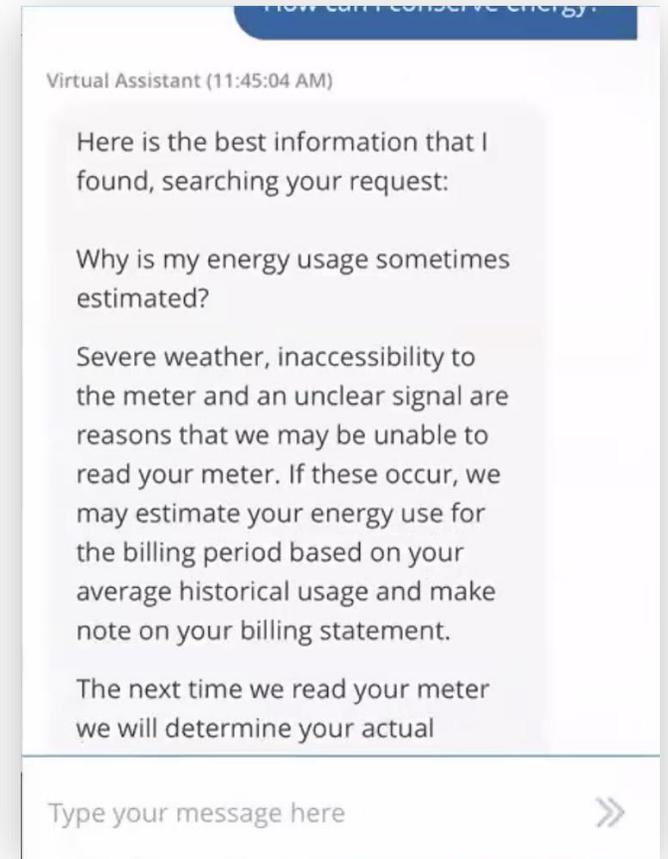
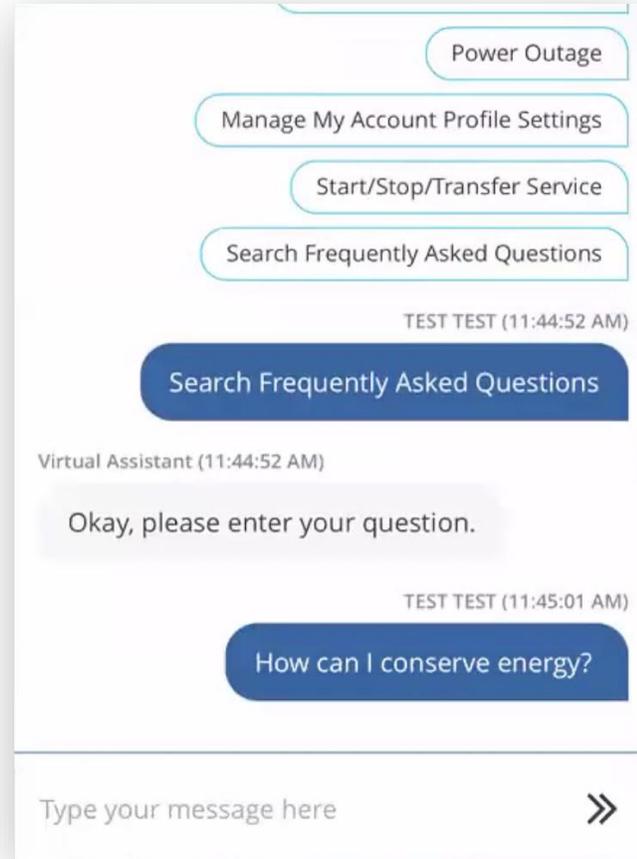


Participant
RestlessCherry3062

Task
Research Energy Savings Tips

Notable Insights

While most successfully completed this task most had a hard time finding the chip and found it through typing their request. This content's chip may not be ideally categorized under the Review Billing and Payments option. In addition, the Virtual Assistant interpreted related inputs differently than users expected such as the example shown here.



Question

What were your impressions of your interaction with the chatbot? Do you think you would be more or less likely to engage with the chatbot after interacting with it in this test?

6/13 users had positive experiences with the chatbot, finding it helpful, efficient, and likely to use it again in the future.

3/13 users had neutral impressions of the chatbot interaction, finding it efficient but feeling that the tasks were something they could have easily done themselves. **Impdream67** had a positive experience but did not express a strong inclination towards future engagement.

4/13 users had negative impressions of the chatbot interaction. They found it ineffective, confusing, or frustrating, leading to a decreased likelihood of engaging with it in the future.

Question

Did the Georgia Power Virtual Assistant provide helpful and relevant information in response to your queries?

7/13 users found the Virtual Assistant to be effective in providing helpful and relevant information. They felt that it addressed their needs and provided valuable assistance.

2/13 users had neutral experiences, noting that while the Virtual Assistant generally provided helpful and relevant information, they encountered issues or exceptions in specific tasks.

4/13 users had negative experiences or mixed opinions. They felt that the Virtual Assistant was lacking in efficiency, consistency, or relevance, particularly in addressing their queries or handling real-life scenarios.

Question

How would you rate the speed and efficiency of the Georgia Power Virtual Assistant's responses?

5/13 users rated the speed and efficiency of the Virtual Assistant's responses as very fast or instantaneous, indicating a positive experience in terms of responsiveness.

Some users experienced slight delays in the Virtual Assistant's responses, suggesting room for improvement in terms of responsiveness. While they found the assistance helpful overall, they noted some laggy responses.

3/13 users didn't report significant issues with speed but didn't explicitly praise it either. However, one user rated the speed and efficiency of the Virtual Assistant's responses as slow, indicating dissatisfaction with its responsiveness.

2/13 users expressed concerns about the efficiency of the Virtual Assistant. They felt that while the speed might be adequate, the effectiveness of responses or the need for clarification hindered efficiency.

Question

Did you encounter any difficulties or points of confusion during the interaction?

7/13 users encountered challenges in understanding or selecting the appropriate options from the menu. This confusion sometimes led to difficulties in completing tasks or finding relevant information.

2/13 users faced specific difficulties related to payment options. They encountered issues while trying to make payments, such as being unable to proceed or misunderstanding why certain options were not available.

3/13 users did not encounter any difficulties or points of confusion during their interactions, indicating a smooth experience overall.

Question

If you were to suggest improvements to the Georgia Power Virtual Assistant, what would they be?

Quarterpastqueen suggests that the Virtual Assistant should function more like an agent, capable of solving problems rather than just providing links.

RestlessCherry3067 recommends improving the wording of options to make them more intuitive, particularly by replacing vague terms like "Review" with descriptive terms like "Billing and Payments."

Bravedave suggests updating the menu structure based on user analytics to prioritize commonly sought-after features for a better user experience.

Msm40 proposes enabling the Virtual Assistant to handle tasks like bill payments entirely within the chat interface to enhance convenience and efficiency for users.

ToughTrout9322 recommends incorporating visual aids like charts or graphs to improve the user experience, especially for tasks involving complex data interpretation.

NicoNa suggests improving the clarity of navigation terms, particularly for critical tasks like paying bills, to reduce user confusion.

Impdream67 suggests evolving the Virtual Assistant to better understand common queries and provide clearer responses to users.

CountessFab proposes anticipating common user questions and providing relevant information proactively, without users needing to ask.

Renay112 suggests ensuring that the options listed under each menu category are relevant and cohesive, particularly for the initial menu experience.

Question

Overall, would you be likely to use the Georgia Power Virtual Assistant again for similar tasks, or do you prefer other methods of communication with the company?

3/13 users expressed being less likely to use the Georgia Power Virtual Assistant again for similar tasks. Reasons included:

- doubts about its problem-solving capabilities
- preferring self-service on the website
- finding it less convenient than other methods (like calling customer service)

6/13 users indicated they would be likely to use the Georgia Power Virtual Assistant again for similar tasks. They found it time-saving, smooth, and comfortable to use, with some even preferring it over other methods like calling or using the website.

3/13 users had mixed responses, with one expressing comfort with using the Virtual Assistant again but preferring speaking to a person for more challenging issues, another finding it unnecessary for certain tasks like paying bills, and the third finding it less convenient than using the website due to the number of steps involved.

3/13 users had mixed responses, with one expressing comfort with using the Virtual Assistant again but preferring speaking to a person for more challenging issues, another finding it unnecessary for certain tasks like paying bills, and the third finding it less convenient than using the website due to the number of steps involved.

Recommendations

Refine Menu Options

Implement a more streamlined navigation process within the chat interface by increasing the visibility of common topics and reducing the number of interactions needed to perform tasks.

Rename "Payment Arrangement" (ex. "Extend my Due Date")

8/13 users struggled with selecting the appropriate menu options, particularly when choosing between "Payment Arrangement" and "Review Billing & Payments."

Improve Virtual Assistant Contextual Responses

Based on customer intent and not just keywords. Enhance functionality to better understand user queries and provide relevant responses. This could involve implementing natural language processing capabilities to interpret user input more accurately.

Next Steps

Information Architecture (Usability Tasks)

Card sorting provides insight into **how people organize and label content** on a website or app. Participants are presented with "cards" (or items) and asked to group the cards in a way that makes sense to them.

A **Tree Test** is used to evaluate the organization and findability of information within a website or application. Participants are asked to complete tasks by navigating through a hierarchical tree structure representing the site's or app's content. This helps researchers understand how intuitive the navigation system is and if users can efficiently find what they're looking for.

Fin.

Appendix

Task

Your electric bill is due and remembering that Georgia Power recently introduced a Virtual Assistant feature, you decide to utilize it to quickly pay your bill. How would you use the Virtual Assistant to accomplish this task?

NicoNa encountered confusion and slow loading times when using the chatbot, expecting clearer feedback and assistance, especially regarding payment methods.

Nyctoatl, after some hesitation, successfully navigated the chatbot to make a payment, finding the process straightforward.

Impdream67 initially struggled with menu options but eventually made a payment through the chatbot, considering it useful for tasks not easily found on the website.

ToughTrout9322 appreciated the email transcript option and eventually paid the bill through the chatbot, liking the seamless transition to the website.

Quarterpastqueen found the chatbot frustrating due to issues with navigation and the inability to complete tasks within the chat.

Sidehusle easily navigated the chatbot but accidentally selected the wrong menu item, experiencing minimal issues otherwise.

RestlessCherry3067 encountered confusion with menu options but eventually found the payment option, albeit without completing the process successfully.

User8206 found paying the bill easy through the chatbot, although she desired a confirmation step.

Bravedave expressed reluctance to use the chatbot for bill payment, facing confusion and frustration with the process.

Rnil17 experienced initial confusion but eventually completed a payment arrangement, questioning the efficiency compared to regular payment methods.

Msm40 faced technical issues during the payment process but eventually found it easy to pay directly within the chat.

CountessFab found the chatbot's payment process slower than the website and encountered confusion with menu options.

Renay112 faced repeated login requirements and confusion with menu options, questioning the repetition and efficiency of the process.

Task

You have heard about Georgia Power's paperless billing option and are interested in signing up for it. How would you use the Virtual Assistant to sign up for Paperless Billing?

NicoNa initially struggled to find the option for paperless billing enrollment but eventually succeeded by selecting "Review Billing and Payments" and then "Enroll in Paperless Billing" after restarting the chat. However, they found the chatbot's response to be unnatural and preferred a simpler acknowledgment.

nyctoatl encountered initial difficulty but successfully enrolled in paperless billing, appreciating the ability to set it up directly in the chatbot.

Impdream67 faced challenges selecting the right options and navigating back to the main menu, ultimately finding the process confusing and non-intuitive, requiring a chat restart.

ToughTrout9322 smoothly enrolled in paperless billing by simply typing "Paperless Billing" and following the chatbot's directions.

Quarterpastqueen opted to type her request and received the desired response, but despite selecting to enroll in paperless billing, she was not signed up and instead received a link.

Sidehusle successfully enrolled by navigating to "Review Billing & Payments" and then "Paperless Billing," encountering no friction during the process.

RestlessCherry3067 encountered confusion with the initial options and had difficulty recognizing the menu options but eventually found the paperless billing option.

User8206 explored various menu options before finding paperless enrollment, describing the process as unintuitive.

Bravedave faced frustration when attempting to locate the Paperless Billing option but eventually succeeded by navigating to "Review Billing and Payments."

Rnil17 found their account was already enrolled and proceeded to sign up for billing alerts instead.

Msm40 searched for the paperless billing option and received an accurate response but encountered issues with the website link provided.

CountessFab faced multiple challenges, including dead-end messages, before finally attempting to enroll in Paperless Billing.

Renay112 successfully enrolled by navigating through the menu options and confirming her choice multiple times.

Task

How would you use the Georgia Power Virtual Assistant to help you get information about your energy usage?

NicoNa initially hesitated but ultimately selected "Review Billing and Payments" to explore energy usage patterns. From there, they navigated to "Review My Energy Usage" and received the intended information, following the link provided to view the My Power Usage chart screen.

nyctoatl initially chose "FAQs" to access energy-saving tips, finding the article helpful but questioning the necessity of using a chatbot for easily accessible information.

Impdream67 appreciated the option to email transcripts but struggled to find relevant options initially. After typing a custom input, they provided feedback on the format of the information received.

ToughTrout9322, unable to find a suitable option, typed a custom input to explore energy usage for her home. While she would have liked visuals, she understood the limitation and successfully linked to the MPU screen.

Quarterpastqueen typed her inquiry about understanding household energy usage patterns and received the intended response, albeit preferring additional information and finding the chatbot's response lacking.

Sidehusle navigated through the menu to explore energy usage, appreciating the verbal description provided.

RestlessCherry3067 encountered issues with the chatbot after selecting "Review Billing & Payments" for energy usage information.

User8206 and **bravedave** both selected "Review Billing and Payments" to access energy usage information, with **User8206** surprised by the formatting and **bravedave** finding the summary presentation decent.

Rnil17 appreciated the overview provided but encountered a non-functional link when attempting to access detailed usage information.

Msm40 found an overview of their energy usage but faced issues with accessing detailed usage through the link provided.

CountessFab attempted multiple queries through FAQs without success, noting frustration with the lack of helpful information.

Renay112 sought energy usage information through Review Billing and Payments, ultimately accessing the desired information after confirming with the chatbot.

Task

You want to find ways to become more energy efficient. How would you use the Georgia Power Virtual Assistant to help you get information about saving energy?

NicoNa struggled to find the desired response option and selected "Search Frequently Asked Questions," typing "How to save energy" but found the link provided didn't work.

nyctoatl selected FAQs and typed "How can I conserve energy," but received information about energy usage estimation instead.

Impdream67 typed "Saving Energy" and found the information relevant.

ToughTrout9322 couldn't find a specific option and typed "How can I save energy?" She quickly found the energy savings tips link and found the information clear once on the Georgia Power Energy Savings Tips page.

Quarterpastqueen opted to type in her request for information on saving energy but found the provided link to be merely a table of contents with links, which she perceived as a waste of time.

To find ways to become more energy-efficient, **sidehusle** accessed the relevant information easily, finding the links provided very useful.

RestlessCherry3067 initially picked "FAQs" to seek information about saving energy but eventually found the desired information by typing their query into the chat.

User8206 navigated to "Review Billing and Payments" and then selected "Energy Savings Tips" to get information about saving energy, finding the information provided met her expectations.

Bravedave eventually found the "Energy Savings Tips" option under "Review Billing & Payments," although they felt it didn't belong there.

Rnil17 quickly found information about saving energy and found everything very quickly, browsing the Georgia Power site for relevant tips.

Msm40 followed a link to the Georgia Power page and located the "Energy Savings Tips" link on the page, finding the landing page met their expectations regarding energy-saving tips.

Question

What were your impressions of your interaction with the chatbot? Do you think you would be more or less likely to engage with the chatbot after interacting with it in this test?

Quarterpastqueen's impressions of the chatbot interaction were negative. They felt dissatisfied with the chatbot's inability to resolve their issues, likening the experience to consulting a table of contents. Consequently, they expressed being less likely to engage with the chatbot in the future.

Sidehusle's impressions of their interaction with the chatbot were positive. They feel more likely to engage with the chatbot in the future based on this test.

RestlessCherry3067 found the interaction with the chatbot to be relatively easy, although they encountered difficulty in finding some information based on wording choices. Despite this, they expressed being more likely to engage with the chatbot in the future.

User8206 had a positive impression of the interaction with the chatbot, finding it more helpful than expected, except for the paperless enrollment process. Despite this, she would still be likely to engage with the chatbot in the future.

Bravedave's impression of the interaction with the chatbot was not particularly positive. They indicated a preference for calling rather than engaging with the chatbot in the future.

Rnil17 had a positive impression of their interaction with the chatbot and expressed that they would take advantage of it again.

They mentioned that typically, they would search a site or use chat to find things, indicating a likelihood of engaging with the chatbot in the future.

Msm40 found the interaction with the chatbot helpful. They mentioned that if they needed to find an answer to a question related to their Georgia Power account in the future, they would use the Virtual Assistant again, likely increasing their engagement with it.

ToughTrout9322 seemed to have a positive experience with the chatbot, finding it efficient and easy to use. They expressed a likelihood of engaging with it again in the future.

NicoNa found the chatbot interaction favorable, appreciating its efficiency compared to other methods. However, occasionally, the conversation veered off course. She's likely to engage with the chatbot again, valuing its speed and convenience.

Nyctoatl had a generally positive impression of the chatbot interaction but felt that the test tasks were something she could have easily found herself.

Impdream67 found the interaction positive and expressed willingness to engage with the chatbot again.

CountessFab expressed that her impressions of the interaction with the chatbot were negative, mentioning that she would be less likely to use the Virtual Assistant in the future. She felt that the chatbot misunderstood her multiple times during the interaction, particularly with tasks like paying her bill, where she found it easier to simply click the red button on the website.

Renay112's impressions of the chatbot interaction were largely negative. She expressed confusion about the process, noting that it seemed more complicated than using the website directly. She questioned how using the chatbot could save her time when it appeared to involve more steps. As a result, she indicated that she would be less likely to engage with the chatbot in the future.

Question

Did the Georgia Power Virtual Assistant provide helpful and relevant information in response to your queries?

The Georgia Power Virtual Assistant provided helpful and relevant links, but it did not offer answers in the manner [quarterpastqueen](#) would have preferred.

[sidehusle](#) found the Georgia Power Virtual Assistant to be very effective in providing helpful and relevant information in response to their queries.

[RestlessCherry3067](#) found that the Georgia Power Virtual Assistant took them where they needed to go, which indicates that it provided helpful and relevant information in response to their queries.

[User8206](#) found that the Georgia Power Virtual Assistant provided helpful and relevant information in response to her queries.

[bravedave](#) found the Georgia Power Virtual Assistant to be lacking in efficiency and relevance. They felt that the tasks could have been accomplished more effectively directly on the website.

[rnil17](#) found that the Georgia Power Virtual Assistant provided helpful and relevant information in response to their queries.

[Msm40](#) found that the Georgia Power Virtual Assistant provided helpful and relevant information in response to their queries. They mentioned that most of the information was helpful and timesaving. Overall, it seems that the Virtual Assistant effectively addressed their needs and provided valuable assistance.

[ToughTrout9322](#) found the Georgia Power Virtual Assistant to be specific and accurate in its responses, indicating that it provided helpful and relevant information.

[NicoNa](#) found the Virtual Assistant somewhat helpful and relevant, but encountered issues with paying bills online, attributing it to a perceived lack of payment methods.

[Nyctoatl](#) indicated that the Georgia Power Virtual Assistant provided helpful and relevant information in response to the queries, except for the last task.

The Georgia Power Virtual Assistant provided relevant information during the test scenarios, though [Impdream67](#) noted that real-life scenarios might be more complex.

[CountessFab](#) indicated that the Georgia Power Virtual Assistant sometimes provided helpful and relevant information in response to her queries, but not consistently with every interaction.

[Renay112](#) found the Georgia Power Virtual Assistant to be helpful and relevant in providing information. She appreciated the verification process and the confirmation of her email address, considering it to be foolproof.

Question

How would you rate the speed and efficiency of the Georgia Power Virtual Assistant's responses?

quarterpastqueen rated the speed of the Georgia Power Virtual Assistant's responses as good, but they found its efficiency lacking.

sidehusle rated the speed and efficiency of the Georgia Power Virtual Assistant's responses as instantaneous.

RestlessCherry3067 rated the speed and efficiency of the Georgia Power Virtual Assistant's responses as very fast.

User8206 rated the speed and efficiency of the Georgia Power Virtual Assistant's responses as pretty good.

bravedave experienced some delays in the Georgia Power Virtual Assistant's responses, with a few taking a couple of seconds. They expected slightly quicker responses.

rnil17 rated the speed and efficiency of the Georgia Power Virtual Assistant's responses as very fast.

Msm40 rated the speed and efficiency of the Georgia Power Virtual Assistant's responses as slightly laggy. While they found the assistance helpful overall, they noted that there was some delay in the speed of responses. This suggests that there may be room for improvement in terms of the responsiveness of the Virtual Assistant.

The Georgia Power Virtual Assistant responded very quickly, demonstrating high speed and efficiency in its interactions with **ToughTrout9322**.

NicoNa initially found the loading time slow but wasn't bothered by the speed of the responses thereafter.

Nyctoatl rated the speed and efficiency of the Georgia Power Virtual Assistant's responses as 4 out of 5.

Impdream67 found the Georgia Power Virtual Assistant to be very responsive in terms of speed and efficiency.

CountessFab rated the speed of the Georgia Power Virtual Assistant's responses as quick but noted that it was not efficient because she had to keep asking questions to clarify her queries.

Renay112 rated the speed and efficiency of the Georgia Power Virtual Assistant's responses as slow. She said that she probably wouldn't use it due to its slow responsiveness.

Question

Did you encounter any difficulties or points of confusion during the interaction?

quarterpastqueen encountered confusion regarding why certain questions couldn't be answered, using the additional energy usage question as an example.

sidehusle encountered difficulty when they picked the wrong chip during the interaction.

RestlessCherry3067 encountered difficulties with payment options during the interaction. They weren't sure where to go and thought the word "review" might have been what was tripping them up.

User8206 did not encounter any difficulties or points of confusion during the interaction, except for the paperless enrollment process.

bravedave encountered difficulties during the interaction, particularly with finding the Energy Saving Tips option and understanding the labeling of the Review Billing & Payments section. They suggested that "Make a Payment" might be a clearer label than "Review Billing & Payments" and that Energy Saving Tips should be more prominently featured in the main menu.

rnil17 did not encounter any difficulties or points of confusion during the interaction with the Georgia Power Virtual Assistant.

Msm40 did not encounter any difficulties or points of confusion during the interaction with the Georgia Power Virtual Assistant. They noted that there were many options available to guide them through the process, which likely contributed to a smooth experience without confusion.

It seems **ToughTrout9322** encountered a minor issue with the initial options provided by the chatbot, indicating that they may not have fully addressed all possible scenarios users could encounter.

NicoNa encountered confusion, particularly when attempting to make a payment, where she couldn't figure out why she wasn't able to proceed, suspecting a lack of a payment method as the issue.

Nyctoatl encountered difficulties mainly around figuring out categories to pick during the interaction.

Impdream67 faced difficulties with the menus during the interaction.

CountessFab encountered difficulties and points of confusion during the interaction, especially when trying to pay the bill. She had trouble understanding some of the options available.

Renay112 encountered difficulties with the menu options, finding them misleading during the interaction.

Question

If you were to suggest improvements to the Georgia Power Virtual Assistant, what would they be?

quarterpastqueen suggests that the Georgia Power Virtual Assistant should function more like an agent, capable of solving problems rather than simply providing links. They prefer it to engage in a two-way conversation, offering interactive assistance rather than directing users to external resources.

sidehusle didn't have any suggestions for improvements to the Georgia Power Virtual Assistant.

RestlessCherry3067 suggests improvements to the wording of the Georgia Power Virtual Assistant, recommending the removal of "review" and simply using "Billing and Payments" instead.

Contributor 4 suggests moving the paperless enrollment menu item under "Manage Account Settings" instead of "Review Billing" for better clarity and ease of access.

bravedave suggests improving the Georgia Power Virtual Assistant by listing the most commonly sought-after features based on user analytics first. Additionally, they recommend including a feature or "chip" that enables users to report emergency situations directly through the Virtual Assistant interface.

rnii17 suggests that the Georgia Power Virtual Assistant could provide more prompts (chips) to further assist users in navigating the system.

Msm40 suggested that the Georgia Power Virtual Assistant could be improved by providing a more seamless experience for tasks like paying bills. They mentioned that during the payment process, the chatbot directed them to the website instead of resolving the issue within the chat interface itself. Therefore, an improvement could be to enable the Virtual Assistant to handle tasks like bill payments entirely within the chat, enhancing convenience and efficiency for users.

ToughTrout9322 suggested adding visual aids, such as charts or graphs, could enhance the user experience, particularly when it comes to understanding energy usage patterns.

NicoNa suggested improving the clarity of navigation terms, especially when attempting to pay bills, to reduce confusion.

Nyctoatl would suggest updating the names of categories as an improvement to the Georgia Power Virtual Assistant.

Impdream67 suggests improvements for the Georgia Power Virtual Assistant, hoping it evolves to better understand common queries and offers clearer chip responses.

CountessFab suggests that the Georgia Power Virtual Assistant could be improved by anticipating common questions, such as those related to energy efficiency, and providing information without requiring users to ask the question themselves.

Renay112 suggests improving the initial menu of the Georgia Power Virtual Assistant, particularly by ensuring that the options listed under "Review Billing and payments" are relevant and cohesive.

Question

How would you compare this Georgia Power Virtual Assistant experience to other customer service channels you've used in the past?

Quarterpastqueen compares the Georgia Power Virtual Assistant experience unfavorably to other customer service channels they have used in the past, describing it as "less than" satisfactory. They highlighted the issues they encountered, including the lack of problem-solving capabilities and reliance on providing links rather than engaging in meaningful interaction.

Sidehusle expected less from the Georgia Power Virtual Assistant but found it to be better than other chatbots they have used in the past.

RestlessCherry3067 felt that the Georgia Power Virtual Assistant experience was safe, friendly, and gave them the impression that they would be able to get their information.

Bravedave finds the Georgia Power Virtual Assistant experience better than engaging with a person via chat, indicating a preference for the Virtual Assistant over other customer service channels they have used in the past.

Rnil17 found the Georgia Power Virtual Assistant experience relatively similar to other customer service channels they've used in the past and felt it met their expectations.

Msm40 compared their experience with the Georgia Power Virtual Assistant to other customer service channels they've used in the past and found it to be comparable.

ToughTrout9322 found the Georgia Power Virtual Assistant experience favorable compared to other chatbots.

NicoNa found the Georgia Power Virtual Assistant experience superior to other chat assistants, particularly noting the availability of more initial choices (chips) compared to their cell phone provider's service.

Nyctoatl found the Georgia Power Virtual Assistant experience comparable to other customer service channels used in the past.

Impdream67 finds the Georgia Power Virtual Assistant comparable to other customer service channels they've used in the past, rating it as at least as good as most others.

CountessFab compares the Georgia Power Virtual Assistant experience to other customer service channels she's used in the past, rating it as "middle of the road." She notes that it's not as bad as Meta but also not the best, indicating a neutral experience overall.

Renay112 compares the Georgia Power Virtual Assistant experience favorably to other customer service channels in terms of responsiveness, noting that there was no lag time during the interaction.

Question

Overall, would you be likely to use the Georgia Power Virtual Assistant again for similar tasks, or do you prefer other methods of communication with the company?

Quarterpastqueen is less likely to use the Georgia Power Virtual Assistant again for similar tasks because they doubt its ability to solve their problems. Instead, they prefer to handle everything themselves on the website and only call if they encounter an issue.

Sidehusle would be likely to use the Georgia Power Virtual Assistant again for similar tasks in the future.

RestlessCherry3067 would have no problem using the chat for similar tasks in the future, indicating a willingness to use the Georgia Power Virtual Assistant again.

User8206 expresses comfort with using the Georgia Power Virtual Assistant again for similar tasks.

Bravedave would prefer using other methods, such as the website or calling customer service, over the Georgia Power Virtual Assistant for similar tasks in the future.

Rnil17 would likely use the Georgia Power Virtual Assistant again for similar tasks, but they prefer using chat first, then reverting to phone and email as needed.

Msm40 expressed that they would use the Georgia Power Virtual Assistant again for similar tasks. They found it to be time-saving and smooth, indicating a positive overall experience with the Virtual Assistant.

ToughTrout9322 had a positive experience and would be likely to use the Georgia Power Virtual Assistant again for similar tasks.

NicoNa would likely use the Georgia Power Virtual Assistant again for similar tasks but prefers speaking to a person for more challenging issues.

Nyctoatl would likely use the Georgia Power Virtual Assistant again for similar tasks, especially if she couldn't find the information on the website.

Impdream67 is more inclined to use the Georgia Power Virtual Assistant again for similar tasks, possibly even trying chatbots sooner in the process, with their final recourse being a call or email if needed.

CountessFab expresses that she would be likely to use the Georgia Power Virtual Assistant again for simple tasks, but she finds it unnecessary for tasks like paying bills.

Renay112 is less likely to use the Georgia Power Virtual Assistant again for similar tasks, as they don't find it more convenient than using the website. They feel there are too many steps involved, including logging in and repeating the process, which diminishes the overall convenience.