

Virtual Assistant – Service Orders

Unmoderated Usability Testing

Virtual Assistant Usability Tests Executive Summary

Service Orders Usability Test Summary:

We conducted a total of **12 moderated usability sessions**. This page summarizes the key findings, insights, and recommendations from these sessions.

The objective of these sessions was to collect information about how users engage with the **Georgia Power** Virtual Assistant with the intention to Start or Transfer their service from a current or future home.

User Scenario: You are in the process of moving into a new home. The owner of your new apartment informs you that you're electricity provider is Georgia Power and you need contact them to arrange for your power to be turned on. Engage with Georgia Power's Chatbot to address this situation.

12 contributors were recruited via usertesting.com, all users recruited were:

- **28-65** year old
- Active Georgia Power customers

Users Communication Preferences: **40%** of users mentioned utilizing chat as their first preferred communication channel, before phone.

Past Experience with Service Orders: **83%** of users recalled a past process of managing a Start/Stop/Transfer Service process through Georgia Power. Of those users **80%** recall completing their order via phone, and **90%** reflected a positive experience with that process and were satisfied with the result.

Address Confirmation Flow via VA: Once a user selects (Stop/Start/Transfer Service) the VA then proceeds to confirm the service address via a 4-step sequence (Zip > Street # > Street > Confirm). This flow was a space for frequent user error

75% of users did not correctly input their address information as they were prompted to: **17%** of users input the full address when asked for the zip, **58%** of users input the full address when asked for the street number **50%** of users cited preferring a single input flow that combined (Street Number + Street name + Zip)

Further Assistance Prompt: In Start/Transfer inquires, once an address is confirmed, users are linked to their respective form. Alongside this message comes the Further Assistance prompt ('Is there anything else I can help you with'). This prompt populates in the chat at the same time as the above instructional message. This exchange resulted in noticeable user confusion.

58% of users read the Further Assistance message before they read the instructional message. **42%** of users didn't notice the instructional message and instead responded to the prompt. **17%** of users read this response as a dead end for their inquiry.

Populating both these responses at the same time is confusing. Offer users an adequate amount of time to read the first directed action before offering further assist.

User Frustration with the Address Input in Form: Upon being transferred to the form from the chat module, users are prompted (for the second time) to input the address of the home. **66%** of users voiced some level of frustration over this, seeing as they just had input their address via the Virtual Assistant.

Background and Methodology

Overview

Scenario

You are in the process of moving into a new home— next week you'll officially be fully moved in and you want to make sure you have everything set up when you arrive. The owner of your new apartment informs you that you're electricity provider is Georgia Power and you need get in contact with them to arrange for your power to be turned on.

Engage with the chatbot in Georgia Power's website to make sure your home is ready for your move in.

Strategy

The test used a combination of **tasks**, and **verbal questions** throughout the session and probed for clarification and more details, as needed.

Goal

The goal of each session was to gather feedback on the ease or difficulty of completing tasks centered on making a service order request via the virtual assistant.

Methodology

A total of **12 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 remotely via UserTesting.com and lasted on average about 42 minutes.

Participant Demographics

Participants aligned with the following demographics:

- **Sample size:** 12
- **Age Range:** 21 - 59
- **Gender:** Any
- **Device:** Desktop
- **Household income:** Any
- **Rate Plan:** Any
- **Other qualifications:**
 - Georgia Power customer
 - Responsible for paying the electricity bill at my residence and/or my business

Insights

User History with Customer Service Channels Relating to Service Orders

How would you describe your experience thus far engaging with utility companies as a customer? How about with submitting a Start/Transfer//Start Service order? What channels have you used (ex: Phone, Chat)?

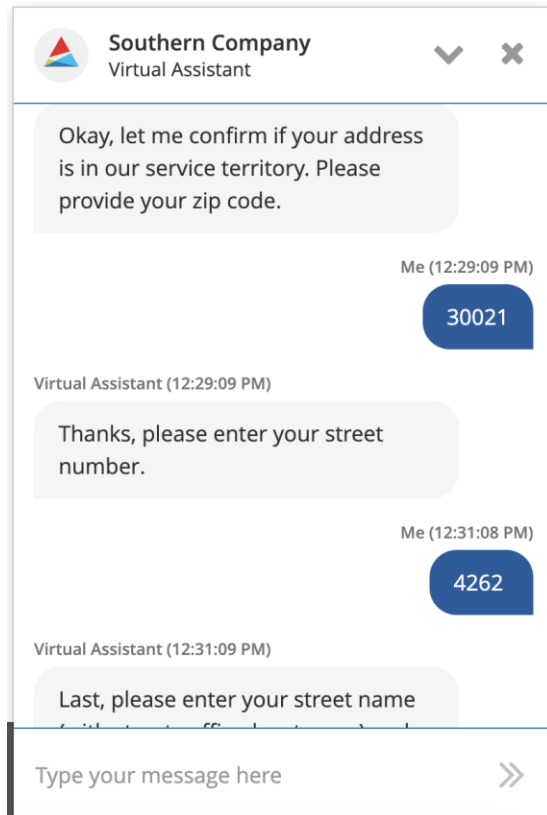
95% of users in our sample had engaged with Utility company customer service representatives previously, either via phone and/or chat channels. **58%** of users cited phone as their preferred initial channel of customer service support.

83% of users recalled previously managing a *Start/Stop/Transfer Service* process through Georgia Power. Of those users **80%** recall completing their order via phone, and **90%** had a positive experience, and were satisfied with the result.

- User described their past experience submitting these requests as *'Succinct' 'Intuitive'*
- Users described the process following up after an order submission as *'Clear' 'Reliable'*
- One user assumed that speaking with a live agent was the only way to resolve a Service Order Request and wished the feature was *'Easier to find online'*

Chat Interaction Insight 1: Address Input Field

Once a user selects (Stop/Start/Transfer Service) the VA then proceeds to confirm the service address via a **5-step sequence** of prompts (*Zip > Street # > Street > Confirm*).



This sequence, although seemingly simple, was a significant area for user error

- **75%** of users did not correctly input their address information as they were prompted to. **17%** of users input the full address when asked for the zip, **58%** of users input the full address when asked for the street number

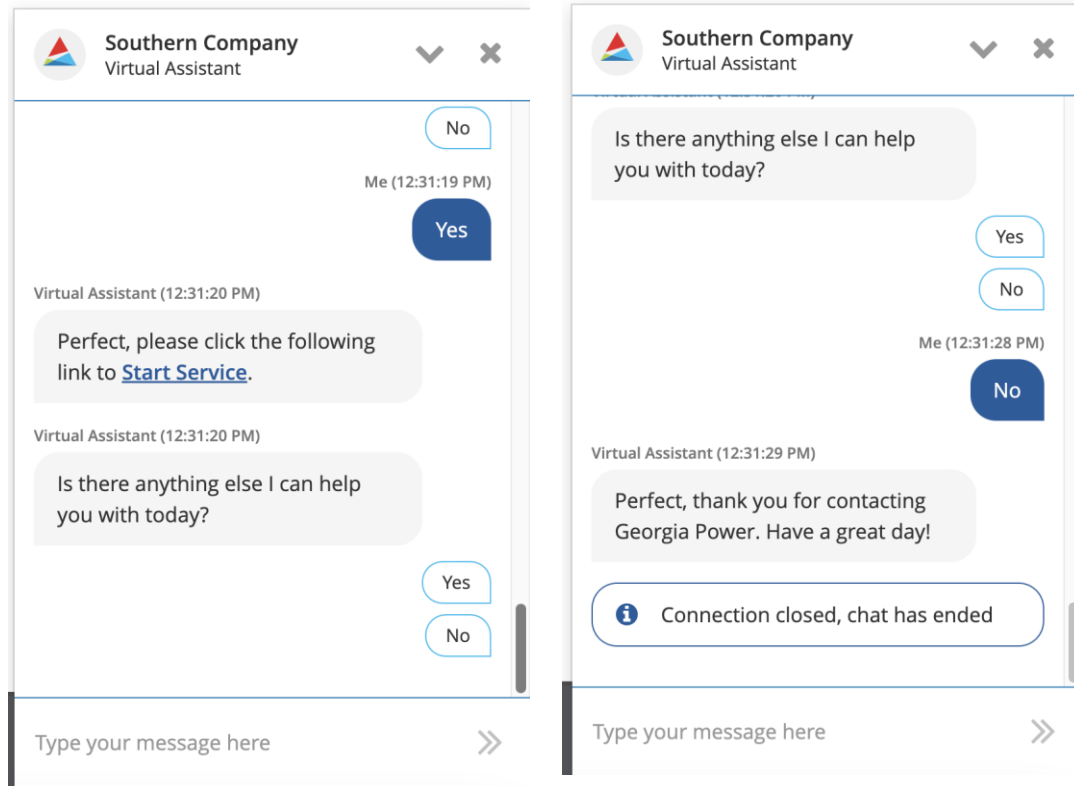
After incorrectly inputting the full address in the chat's initial request, one user was puzzled by the "Street Name" request.

"OK now it seems to be asking me to put in my street name, even though I just did this. I feel like this isn't going to work—I don't know, at this point I'd look for their customer service number."

Inferences:

- Of the **75%** of users who ran into an error, **75%** cited preferring a single input flow that combined (Street Number + Street name + Zip)
- "Address Number" seemed to be a particularly confusing prompt for users. If we need to stick with this format of individual item submission starting with the street name might yield better results

Chat Interaction Insight 2: Further Assistance Prompt



For Start/Transfer inquiries, once an address is confirmed, users are linked to their respective form. This is the last step in our flow, so alongside this message comes the Further Assistance prompt.

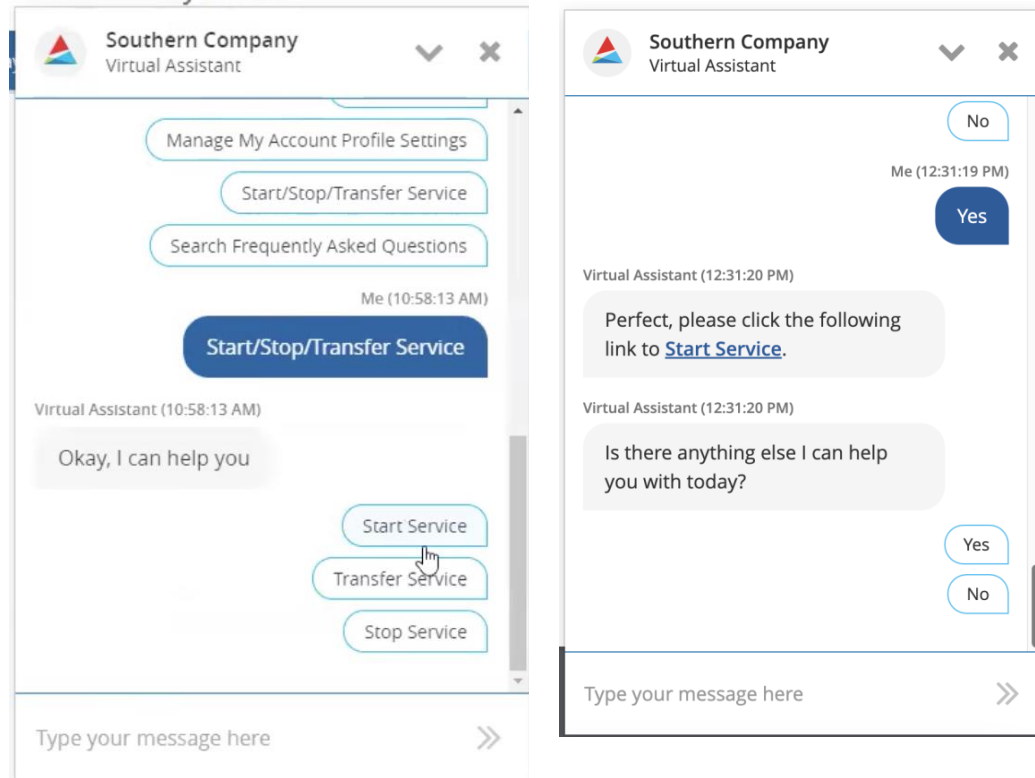
The Further Assistance prompt populates in the chat at the same time as the above instructional message. This exchange resulted in noticeable user confusion.

- **58%** of users read the Further Assistance message before they read the instructional message
- **42%** of users didn't notice the instructional message entirely and instead responded to the prompt
- **17%** of users read this response as a dead end for this inquiry.

"I'm not sure what went wrong here, but it seems like it was some sort of error? I actually don't know what to do next."

Inference: Populating both these responses at the same time is confusing. Consider offering an adequate amount of time for users to read the first directed action before offering further assist.

Form Feedback 1: Transfer from Chat



When initially presented with the *Start/Transfer Service* options by VA at the beginning of the test users were asked to share their predictions for how this process might look

- 25% of users expected to be able to fully resolve this inquiry via the chat module.
- 58% of users anticipated the VA would offer them navigational support and direct them to another area on the website

When transferred to a form by VA, users were asked of their reactions and expectations at this pivotal step

- 42% of users requested more insight into the coming process at this step

"I didn't even know this link was going to take me to a form. I sort of figured it was about to take me to an article on the company website. I guess it would've been good to know this is all I would need to do"

Inference: Offer users more transparency into where this link takes them. The best way to encourage users to utilize self-service options is by equipping them with insight into the process ahead (i.e. length, required documents)

Form Feedback 2: Service Address Population

Start Service

1

2

3

4

5

Find AddressAbout HomeAbout YouReviewConfirmation

How do you want to find your address?

☒ Using Address ☐ Using Meter Number

All fields are required except where noted.

| | | |
|----------------------|-------------------------|-----------------------|
| Street # | Street Name | Apt/Unit # (Optional) |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| City | State | Zip Code |
| <input type="text"/> | GA <input type="text"/> | <input type="text"/> |

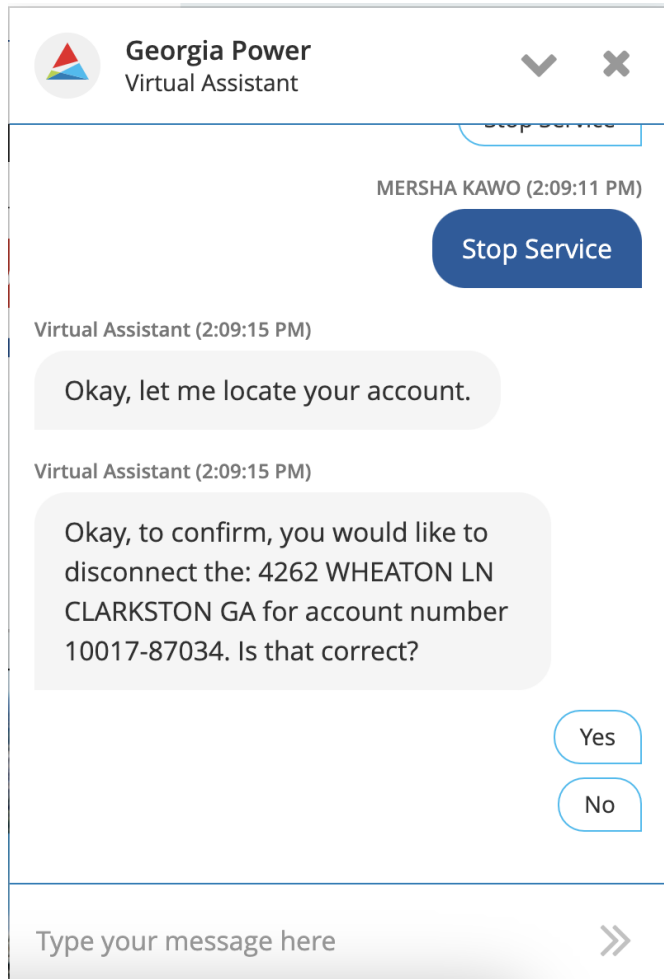
SEARCH

Upon being transferred to the form from the chat module, users are prompted (for the second time) to input the address of the home they would like service

- 67% of users voiced some level of frustration over this, seeing as they just had input their address previously
- Requesting this address already be populated was the most common 33% of users suggested improvement users offered at the end of the test

“OK this is confusing now because I thought I just did this? What was the point of being asked all that jus to have to input it all again? I guess it’s not a huge bother, but it does make me feel like something isn’t working”

Stop Service Flow



Users with the Stop Service flow had mostly positive reactions to the fact that the entire process was contained to the chat module

- **66%** of users who navigated this flow expressed positive sentiments specifically relating the brevity of this flow

"I really wouldn't have expected to be able to stop my service through a chatbot"

"Yeah.. if you asked me I wouldn't have guessed I'd be able to do this in just a few minutes"

Form Feedback 3: Misc/User Confusion Surrounding ID Requirements

What is the address on your driver's license?

Street # *

4262

✓

Street Address *

WHEATON LN CLARKSTON

✓

Apt/Unit #

City *

CLARKSTON

✓

State *

Georgia

▼

Zip Code *

30021

✓

Noticed Inconsistency in Form Requirements: Drivers License ID was marked as optional on this form, but the 'Address on Drivers License ID' was a required item

Start Service

United States

Save

No t

1

2

3

4

5

Find Address

About Home

About You

Review

Confirmation

Please review the following information.

Note: A deposit of \$150.00 must be paid to start your service. A \$30.00 Account Establishment Charge will be added to your first bill.

| | | | |
|-------------------|--|-------------------------|-------------------|
| Start New Service | Edit | About You | Edit |
| Address: | 4262 WHEATON LN CLARKSTON, GA 30021 | First Name: | Sam |
| | | Last Name: | Smith |
| | | Date of Birth: | 02/05/1980 |
| | | Drivers License Number: | |
| | | Social Security Number: | *** ** * |
| | | Primary Number: | (919) 555 - 5555 |
| | | SMS Notifications: | Yes |
| | | Alternate Number: | (919) 555 - 5555 |
| | | Email Address: | testing@gmail.com |
| | | Employer: | |
| | | Work Number: | |

| | |
|-----------------|--|
| About New Home | Edit |
| New Address: | 4262 WHEATON LN CLARKSTON, GA 30021 |
| Move-in Date: | 04/01/24 |
| Renting: | Yes |
| Landlord Name: | mm |
| Landlord Phone: | (919) 555 - 5555 |

Scan-ability of Review Items: Users reading the review page, average time on this page was **37 seconds**. Users were observed utilizing their mouse to trace the line items to read through them, aligning the words could make this page more scannable.

Fin.