

What are the highest-priority needs of your large business customers?

Find out in the 2010 E Source Gap and Priority Benchmark: A Survey of Utility Large Business Customers.

E Source Gap and Priority Benchmark 2010

E Source can help you and your account management team identify the top priorities for delivering outstanding customer service to your key accounts. Here's what participants had to say about the 2009 survey:

Key account team managers

- "We had done surveys of our large business customers in the past, but never has there been this kind of detail, focus, and clarity."
- "E Source provides actionable solutions so that you don't have to reinvent the wheel to improve your customer satisfaction."

Large business customers

- "Easy to respond to and time-efficient!"
- "The survey questions were very applicable and separated into different areas as appropriate."

With this comprehensive review of your largest business customers, you can:

- Better understand your key business customers' needs and experiences
- See how your utility and utility account reps perform compared to others in the industry
- Focus your attention—and limited resources—on the issues that matter most to your customers

How it works

We use a brief online survey of your key accounts to assess their most important needs and then look at the performance of your utility and reps in meeting those needs. This allows you to prioritize specific actions that your utility and reps should take in order to improve customer satisfaction and expand the overall value provided to your largest business customers. We'll ask your customers questions such as:

Does your utility...

- Provide reliable energy?
- Help customers meet conservation objectives?
- Serve as an environmental steward?
- Work to keep energy prices down?

Does your utility account rep...

- Serve as a proactive energy advisor?
- Understand the challenges of businesses?
- Make it easy to reach him or her?
- Effectively communicate during emergencies?

We also ask your customers to rank their overall satisfaction as well as the perceived value of both their utility and their account rep. In 2009, the Gap and Priority Benchmark Survey achieved a response rate of nearly 40 percent, with more than 750 completed surveys.

What you get with the Gap and Priority Benchmark actionable tool kit

- **Industry benchmark report.** Learn about your large business customers' overall satisfaction with your utility and account reps and see how well you're meeting your customers' needs as compared with your peer utilities.
- **Individualized gap and priority analysis.** Our experts will prioritize the issues to focus on and make recommendations for aligning the resources of the account management department with your customers' expectations. Your customized report will point out where you're doing well, where you may be over-serving your customers, and where you could improve. You'll also see where the biggest gaps are between customers' perceived importance of specific functions and how your utility is performing in those areas.
- **Account planning and management tool with customer-level information.** Review performance results for each account rep as well as for the overall team. You'll receive the survey response data set, which provides individual customer information for account planning, as well as the raw survey response data.

Are your largest business customers getting what they need from you?

To find out, contact Mike Hildebrand at 303-345-9176 or mike_hildebrand@esource.com.

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