



E SOURCE

Business Customer Outreach Service

MEMBERSHIP BENEFITS

The *E Source Business Customer Outreach Service* provides tools, research, and analysis that can help you effectively promote your programs and services to your business customers of all sizes. Members have access to “customer-ready” customizable content that can be shared with your business customers, as well as other resources for business customer marketing, communication, segmentation, and education that will drive program participation and improve customer satisfaction.

WHAT YOU GET WITH THE BUSINESS CUSTOMER OUTREACH SERVICE

Member Inquiries. Get just-in-time answers and consulting assistance from our experts by asking us your questions, bouncing ideas off of our researchers, or contacting us whenever you need an unbiased, third-party perspective. We’ll save you time and answer your questions about business customer marketing and segmentation of your business customers.

Web conferences. Our web conferences give you a unique opportunity to collaborate and interact with industry experts and your peers without having to travel to a meeting or conference, saving you time and money.

Research findings. You’ll have access to our comprehensive library of research and analysis, including detailed reports and reference materials that focus on business marketing channels, communications, programs, trends, and industry best practices.

E Source Forum. In this exclusive annual event for E Source members, we offer a special Marketing and Communications topical track as well as tracks in Customer Service, Demand-Side Management, End-Use Technologies, and Intelligent Grid. Attendees include commercial and industrial marketing managers, business program managers, and others who work with the business community, allowing you to take advantage of unique peer networking opportunities with utility professionals doing the same job as you. Membership includes one seat.

Monthly newsletter. Each month you’ll receive an insightful article with best practices for serving your business customers, along with top picks from recently released business-related resources.

ANSWERING YOUR BUSINESS OUTREACH QUESTIONS

Here’s a sample of some Member Inquiry questions we’ve been answering for our *E Source Business Customer Outreach Service* members:

- How do you best segment small and midsize business customers to maximize outreach effectiveness and drive internal efficiencies?
- Are there any differences in customer satisfaction ratings and attitudes between rural and urban large business customers?
- What are some effective ways to provide energy price communications to large industrial customers? Do you have any examples of how price communications have positively influenced customer satisfaction?

USE OUR READY-TO-GO CUSTOMER DIRECT CONTENT

E Source Customer Direct (ESCD) Passthroughs. Get trusted E Source content that you can share with your business customers. Each ESCD pamphlet or newsletter can be printed or e-mailed to your customers, posted to your public web site, or used in your own company newsletters. You can also customize the materials by adding your company logo. There are more than 60 pamphlets and newsletters available, including:

- High-Efficiency Rooftop Units
- Increasing Energy Savings with Hotel-Room Automation
- Lowering Energy Costs at Airports
- Managing Energy Costs in Convenience Stores
- Managing Energy Costs in Data Centers
- Managing Energy Costs in Grocery Stores
- Managing Energy Costs in Office Buildings
- Managing Energy Costs in Retail Buildings
- Managing Office Plug Loads
- Photovoltaics for Your Business
- Plug-In Electric Vehicles for Fleets
- Recommissioning for Low Cost and Big Savings
- Voluntary Climate Change Programs
- Water-Saving Tips for Business Customers
- Web Services for Building Automation

Customer Direct Business Briefs. These Business Briefs can be used in your communications with your customers. You are encouraged to copy all or any part of the content for use on your web site, in your newsletters (print or electronic), in e-mails, or in printed handouts for customer events. A new Business Brief is produced every month. Here are some recent Business Briefs:

- Getting Charged Up over Electric Vehicles
- Going Retro (-commissioning) Pays Off
- Top Five Energy-Saving Tips for Retail
- Computer Power Management Choices for Your Business
- Test Your Business Energy-Efficiency Smarts!

UNDERSTAND YOUR BUSINESS CUSTOMERS BETTER

To help you and your staff better understand the inner workings of small businesses, we've created a series of small business videos highlighting customer concerns. We visited several small businesses and asked the owners about the issues they face on a day-to-day basis, how they interact with their utilities, and what they believe are the key factors for success. We also explored questions unique to their businesses. These videos are a great training tool for new staff. The collection of videos currently includes these small businesses:

- Restaurant/brewery
- Busy physician's office
- Bustling coffee shop
- Service-oriented hardware store

IMPROVE YOUR BUSINESS MARKETING EFFECTIVENESS

Our timely research and analysis is focused on providing you with best practices and utility case studies for improving the effectiveness of your business marketing efforts. Recent topics include:

- Social Media for Business Customers
- Improving the Satisfaction of Your SMB Electric and Gas Customers: Results from an E Source Roundtable Discussion
- Keep Your Business Customers Close—but Your Trade Allies Closer
- Viral Marketing: Creatively Promoting Load-Management Programs to Your Business Customers
- Big Energy Savings from Small and Midsize Business Customers: Insights from Two Efficiency Program Managers