

How does your web site stack up against other electric & gas company sites?

Find out in the **E SOURCE 2009 Review of North American Electric and Gas Company Web Sites**. We've collected data from 100 web sites to bring you this year's rankings.

North America's Best Utility Web Sites 2009

Recent E SOURCE market research shows that 25 percent of residential energy customers have visited their utility's web site—making your web site a major customer service channel. So what are these customers doing and what is their experience when they go to your web site? Find out with the *E SOURCE 2009 Review of North American Electric and Gas Company Web Sites*.

With this comprehensive review of utility web sites, you can:

- Better understand your customers' needs and experiences
- See how your company's web site performs compared with others in the industry
- Learn web site best practices for your industry
- Focus your attention—and limited resources—on high-impact improvements to your site

Once you know your ranking, you're ready to learn how E SOURCE can help your web site deliver outstanding customer service. Using the knowledge and best practices gained from years of thoroughly investigating utility web sites, we're ready to help.

Methodology

This year the review includes 27 features and functions, ranging from basic features such as the home page and contact options to more-advanced functions such as bill viewing, checking an account balance, and energy usage analysis. Our benchmarking process:

- Is based on actual residential energy customer web site use and feedback
- Gives equal weight to functionality and usability
- Compares usability of a given function or feature to best practices from all types of company web sites, not just utilities
- **NEW FOR 2009**—includes testing on mobile devices such as BlackBerry and iPhone
- Uses multiple reviewers

What makes our ranking the industry standard?

- Every two years since 2002, E SOURCE has been benchmarking utility web sites to gauge how successful they are in serving residential customers.
- We're testing features and functions using the latest market research. Residential customers told us what is most important to them when they visit their utility's web site. ("Self-Service Customer Care in the Energy Industry," *E SOURCE Market Research Study*, 2008)
- You're getting detailed analysis of the entire customer self-service experience because we're testing transactions from start to finish, and our reviewers spend days interacting with each site.

Highlights of what you get with the E SOURCE web site assessment

- **Exclusive 2009 rankings report.** Review ratings for all utilities with in-depth results and analysis for all 27 features and functions tested.
- **Personalized web site assessment.** Our experts will perform a detailed review of your company's web site and provide an evaluation of the factors affecting its ranking.
- **Results teleconference.** Find out what we learned during your web site assessment with a focus on what works and what doesn't.
- **Recommendations.** Learn what specific actions you can take to improve your web site.

Are your customers getting what they need from you online?

Contact us to find out.



Energy Business Intelligence

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Top-ranked utilities can use this logo