



Wondering how to improve your organization's outreach to commercial mass-market customers? Are you looking for a resource to help you keep costs down while boosting customer satisfaction and revenues? If so, the *E SOURCE Small & Midsize Business Service* (SMB) is here to help.

The most comprehensive and in-depth resource available on best practices in serving the small and midsize business (SMB) market, this service enables you to answer such critical questions as:

- Which SMB programs are the best, and how did they get to be the best?
- What segmentation approaches are being used to target marketing efforts?
- How are some companies using innovative delivery channels to serve hard-to-reach customer groups?
- What are the differences between business types such as retail and grocery, or even property managers?
- What mix of program elements drives the highest participation rates?
- How can you effectively work with trade allies in program delivery?
- Which organizations are offering which kinds of programs?
- What mistakes have these organizations made along the way, and what lessons have they learned that you can incorporate into your programs?

Small & Midsize Business Service Offerings

Member Inquiries. Use our knowledgeable team of research professionals as an extension of your staff for detailed, quick answers to your questions. Our staff has access to in-depth market research data and can explain how to incorporate best practices and industry standards into your operations. We answer over a thousand inquiries from our customers each year, and our customers consistently report that they receive significant value from this service.

Research Reports. Our reports are different from analyses available from other sources—they're short and easy to read, the key points are clearly identified, and they cover new and innovative programs long before other sources do. We deliver actionable profiles of innovative and experimental programs, drill into the essential elements that differentiate the best programs from the rest of the pack, and unravel the key strategic and policy issues driving today's SMB market.

continued



E SOURCE SMB services have helped to transform the “forgotten” segment into an emerging opportunity. E SOURCE has deepened our knowledge of this very important segment.

Rick Weijo
Manager, Customer Research
& Analysis
Portland General Electric



Web Conferences. Learn from and speak directly with our experts and your industry peers on the hottest topics of the day without leaving your office.

E SOURCE Members' Forum. Attend our annual Forum to hear the latest, most relevant topics firsthand and to network with your industry peers.

Who Needs This Service?

As a member of SMB, you'll be part of a powerful community of industry leaders who are taking mass-market programs to new heights. This service is tailored to the needs of managers of small and midsize market segments and programs as well as product managers who serve this subset of the commercial market.

Contact Us

E SOURCE
Boulder, Colorado
Tel 303-444-7788
E-mail esource@esource.com
Web www.esource.com

Clay Fong
Director
Small & Midsize Business Service
Tel 303-444-7788 ext 113
E-mail clay_fong@esource.com

E SOURCE Helps Its Clients

- Improve customer satisfaction
- Reduce costs
- Benchmark policies against those of peer utilities
- Network with industry peers
- Save time and improve productivity
- Improve tools for customer communications
- Make better decisions

For more than 18 years, E SOURCE has provided information services focused on retail energy markets, services, and technologies. At our core is an exceptional team of research professionals whose technical and analytical skills and real-world experience have earned E SOURCE international acclaim. Our customers value their relationships with us because we are always ready to provide prompt, friendly, expert advice and guidance. Clients include roughly 300 electric and gas utilities, other energy service providers, large energy users, government agencies, and other organizations from nearly two dozen countries worldwide.



Energy Business Intelligence