

## E Source E-Business Service

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Are you trying to encourage more of your customers to use online services? Are you wondering why your online usage rates aren't higher? Do you have a good handle on how satisfied your customers are with the online services they receive?

Most electric and gas companies are wrestling with these kinds of questions. Customers are starting to use online services, with more than 20 percent reporting that they have visited their energy company's web site. As more and more customers come online, providing them with a simple, efficient online experience is becoming a competitive prerequisite.



To ensure that your company has the best possible online presence—one that incorporates the latest applications and significantly improves the efficiency of your operations—the *E Source E-Business Service* will help you meet your customers' growing online needs. The E-Business Service:

- Provides detailed access to the industry's most comprehensive benchmark of electric and gas utility web sites.
  - Saves you time and money by giving you direct access to e-business best practices from around the globe.
  - Explains how you can use your web site and e-mail to interact with your commercial, industrial, and residential customers.
  - Provides direct, easy access to a team with extensive energy and e-business experience.
  - Delivers strategic business advice on topics that are relevant to the energy sector, evaluating business-to-customer, business-to-business, and business-to-employee opportunities.
  - Complements research conducted in other E Source information services by emphasizing how to implement e-business solutions to realize business benefits.
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### Deliverables

**Member Inquiries.** Use our knowledgeable team of research professionals as an extension of your staff for detailed, quick responses 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.

**Web Site Assessment.** Get an in-depth analysis of your web site and understand how it compares to others in the utility industry using our objective methodology.

**Exclusive Research Reports.** Stay abreast of the latest developments and keep your web strategy moving forward.

**Web Conferences.** Do some virtual networking and get advice from industry leaders on topics that are affecting your web site today.

**Professional Training.** Attend classes and events that will keep you at the top of your game.

**E Source Members' Forum.** Attend our annual Forum to learn about the latest, most relevant topics firsthand and to connect with others in your industry.

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## Who Needs This Service?

Everyone in your company who can profit by having a better understanding of how your e-business services compare with those of others in the industry, including the leading retail and service provider web sites. We've designed this service to meet the needs of:

- Web site managers
  - E-business managers
  - Customer care staff
  - Corporate communications staff
  - Marketing teams
  - Information technology groups
  - Staff responsible for e-business, e-mail customer service, and the content on your web site
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## To Subscribe or for Additional Information

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