



E Source Managed Accounts Service

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Business customer satisfaction is a direct result of the relationship your customer has with an assigned account manager. If you're supervising account managers, or part of an account management team, the *E Source Managed Accounts Service* (MAS) delivers a variety of resources to make your work easier, your high-value customers happier, and your team's procedures more effective.



What are your hurdles?

- How can I take satisfaction from good to great among my largest customers?
- What metrics are useful for assessing account team management?
- What do I need to know about my customers, and what types of questions should I be asking them in order to serve them better?
- How can I generate proactive customer visits or communication, not just reactive problem-solving?

MAS is uniquely tailored to the needs of energy professionals who must be responsive in emergencies, proactive in offering new services, consultative in customer partnerships, and reliable in team performance. These professionals are the single link between all utility departments and important business and institutional customers—they are the linchpin of the relationship.

Our subscribing members are an elite, interactive, and purposeful community who recognize value in learning from others' experience and knowledge.

Managed Accounts Service Offerings

MAS is the account manager's toolkit providing:

Member Inquiries. Use our research team to get answers for your customers or extend your own research on energy management strategy, market segment information, and successful account management or team management techniques.

Products for Your Customers. Newsletters, pamphlets, and reports are written specifically for the energy manager or facility manager—your customer—and for you to deliver as a value-added service.

Research Reports. We keep our reports short, easy to read, and on point for your needs.

Market Snapshots. This library of short reports provides a clear picture of individual business sectors so you can better understand your customer. Each tightly focused profile includes a general overview and data on geographic distribution, energy consumption and expenditures, industry trends, energy-saving opportunities, and tips for how account managers can best serve the sector. The industrial snapshots also include process descriptions, highlighting the steps that consume the most energy.

Web Conferences. Learn from and speak directly with our experts and your industry peers on timely topics without leaving your office.

Online Tools. Frequently asked questions, Internet resource links, education modules, and documents to download and use in strategic relationshipbuilding are always available at your convenience.

Who Needs This Service?

MAS is directed to account management supervisors and the members of their teams who help maintain mutually profitable relationships with your largest commercial, industrial, and institutional customers.

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