

E Source Market Research Multi-Client Study for Small Business End Users

Identifying Key Customer Service Segments in the Small Business Marketplace, 2002

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Prospectus

In the summer of 2002, E Source embarked upon a broad market research project to identify key customer groups, or segments, within the small business and residential marketplace. At the time of this research, two areas were of most interest to energy service providers (ESPs). The first was identifying groups with different expectations and requirements regarding customer service. The second was identifying distinct customer groups that were interested in participating in energy-efficiency or load management programs. This research produced four separate segmentation studies—two covering the small business marketplace and two covering the residential marketplace. "Identifying Key Customer Service Segments in the Small Business Marketplace" is one of the two E Source Multi-Client Studies focusing on small business customers. Each study can be purchased separately or in any combination to provide a comprehensive view of the mass market. (For more information on all four studies, download a pdf of the [prospectus](#).)

Study Objectives

Download FREE highlights from this study [here](#). (PDF 110k)

This study helps ESPs focus more efficiently on serving their small business customers. In the final report, we've identified key energy-based segments among small business customers, profiling each segment so that it can be easily identified by an ESP's program or marketing managers, allowing it to more accurately target communications and product offerings and, in turn, have more satisfied customers. This report takes the next step beyond segmenting customers and offers profiling and targeting recommendations to help ESPs implement the study's findings.

Deliverables

Data Notebook and CD

Subscribers to each of the segmentation studies will receive a notebook summarizing the survey data and a CD-ROM containing all the raw data files. The notebook contains a study overview, the survey instruments, a codebook, and the sampling plan. The notebook also includes a PowerPoint presentation of the topline results, with charts illustrating the results for every question.

Final Report

The final report, published in November 2002, will be mailed to subscribers along with the data notebook

and CD. The final report will also be available to subscribers for downloading on the members' side of our Web site.

Project Team

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