



## Benchmarking Utility Key and Mid-Account Management Programs, 2003

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### Overview

It's hard for managers of utility key account programs to know how their efforts compare to the programs of other utilities. And questions often arise concerning the most effective way to manage the accounts of mid-market customers that fall just below the key account level. For the new E Source Multi-Client Study "Benchmarking Utility Key and Mid-Account Management Programs," we'll be tackling these issues head-on.

We're assessing data gathered from interviews with over 50 key and mid-account program managers at utility companies and retail energy marketers around the world. In addition to providing specific study recommendations, we'll supply subscribers with individual summaries for each interview, structured to facilitate comparisons across programs. You'll be able to compare your program to others, looking at such essential elements as:

- How key account customers are defined
- Number of key account managers (KAMs) relative to the number of key accounts
- Business drivers for account management
- The background, training, and capabilities of KAMs
- Department performance measures
- A percentage-based breakdown of account management activities
- Executive-level stewardship issues

In a less-than-robust economy, large and mid-market end users are looking for all the help they can get. Utilities with effective account management programs can provide an economic development benefit by helping customers resolve critical energy issues. Whether your company is building a new account management program or reassessing an existing one, this study will deliver the information energy service providers need to make important decisions about program structure, function, and goals. (For more information on the study, download a pdf of the [results flyer](#).)