



E News from E Source

April 27, 2021

E News, our free monthly email newsletter, will help you improve your utility programs by offering insights, observations, and information about the retail energy industry. Through E News we hope you'll discover new ideas, food for thought, or something that helps you do your job better. Take a look at some past issues below.

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How OneInform can optimize your programs using data science

E Source OneInform is a suite of artificial intelligence-powered solutions that facilitate the next generation of programs required for an evolving distribution grid. Think of it as the data science backbone that provides deeper insights about your customers. **Published: April 27, 2021**

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3 ways to expand your DR portfolio

Is your current demand-response (DR) program up to the challenge of meeting increasing grid variability? We've pulled together three ways to expand your DR portfolio so that it's working to its fullest potential.

Published: March 23, 2021

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How utilities can accelerate the EV revolution

Currently, less than 3% of households own an electric vehicle (EV). But what can utilities do to accelerate EV adoption? We think approachable advertising and strategic segmentation are the best places to focus your EV efforts. **Published: February 25, 2021**

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Connect with utility customers like they're an audience of one

During COVID-19, utilities have the unique opportunity to improve how they engage with customers in a more personal and proactive way. Utilities can use quantitative and qualitative data to understand their customers as individuals—or as an audience of one—and predict which actions they'll take. **Published: November 19, 2020**

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How the 2020 E Source Forum helped utilities address their biggest challenges

As we look back on the 2020 E Source Forum, one theme stands out: change. We not only hosted the first virtual E Source Forum but also hosted the biggest Forum yet and amid COVID-19 and a changing economic and political climate. Find out which sessions were the biggest hits among utility attendees.

Published: October 27, 2020

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