



Advice for Keeping Large Business Customers Engaged and Enrolled in Utility-Run Programs

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At least 12 states are allowing large business customers to avoid paying into utility-run energy-efficiency programs. And the opt-out trend is expanding into additional US states, including Florida, Pennsylvania, and Ohio, where legislative action is under way. If utilities want to capitalize on the benefits of large-scale efficiency programs, they need to develop effective strategies for keeping large energy customers engaged and satisfied with energy-efficiency programs and other services.

In this video, E Source senior research analyst Kevin Andrews discusses the results of our 2016 [E Source Large Business Gap and Priority Benchmark](#) market research study that focuses specifically on utilities' largest business customers and their attitudes toward participation in demand-side management (DSM) programs.

To capitalize on the benefits of large-scale efficiency programs, utilities need to develop strategies for keeping large energy customers engaged. We surveyed more than 800 large business customers to learn which DSM programs and services they're most interested in, as well as the reasons for and against program participation. Our results indicate that preferences and attitudes toward utility products and services vary substantially depending on customers' specific requirements, underscoring the need for utilities to develop customized offerings for the large customers within their service territories.

To learn how to partner with your largest customers, read our report [Effective Strategies for Working with](#)

[Large Business Customers](#) (available to E Source Demand-Side Management and Account Management Services customers).