



Customer Challenges Versus Utility Challenges: Shifting Our Perspectives

By Adam Maxwell

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How do you know if you're addressing customer problems versus your utility's? Here are a few questions about what utilities need to people who want to shape their future quality of your utility. You can find out more about it here.



As each stakeholder of energy thinking is asked, whether the question posed about their utility. Through our conversations with 40 owners, we heard that energy utility CEOs felt they had to do it because they quickly figure out their changing market. What if, instead of constantly talking about change, we could market, companies that focus on the future looking about their changing future? The idea for customer-centric energy is to focus on the customer's perspective, not the utility's. It's about understanding the customer's needs, not the utility's. It's about understanding the customer's needs, not the utility's. It's about understanding the customer's needs, not the utility's.



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About the author



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Simon Sinek is a motivational speaker, author, and entrepreneur. He is the author of the book "Start With Why" and the founder of the organization "Start With Why".