



Energy reliability remains top priority for utility business customer satisfaction, E Source study finds

WEC Energy Group and Clark Public Utilities earned top ranks in the study designed to evaluate energy providers across nine key utility attributes.

By Kara Perkins

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Boulder, CO (October 1, 2025)—E Source, a customer, grid, and technology solutions company focused on the utility sector, has released the findings of its Business Customer Satisfaction Study, an annual study conducted since 2009.

In the 2025 study, more than 3,000 utility business customers—from managed accounts (customers with a designated account representative) and unmanaged accounts (customers served by general business account representatives)—were recruited to be surveyed between April 2025 and August 2025. Participants were asked about their most important needs and perception of how well their energy providers meet them. For the eleventh consecutive year, both customer segments ranked energy reliability as the top utility attribute.

For managed (formerly called *large*) business customers, the second most important attribute was effective communication during energy emergencies, followed closely by trustworthiness. For unmanaged (formerly called *small and midsized*) business accounts, trustworthiness and working to keep energy costs down followed reliability as the top priorities.

The study evaluated nine utility attributes: trust, resources to manage energy costs, communication, rate options, pricing, reliability, ease of doing business, community involvement, and commitment to renewable energy and sustainability. Businesses also rated their interactions with utility representatives on trust, issue resolution, communication, and responsiveness.

The study also identified a top performer from each customer segment:

Managed Business Customer Top Performer

WEC Energy Group ranked the highest in the managed business customer survey, scoring 9.5 out of 10 for overall customer satisfaction and perceived value. The utility also earned the highest scores for eight out of the nine utility attributes and seven out of eight account representative attributes.

Unmanaged Business Customer Top Performer

Clark Public Utilities ranked the highest in the unmanaged business customer survey, scoring 8.9 out of 10 for overall customer satisfaction and perceived value. The utility also scored highest for effectively communicating during outages, ease of doing business, and working to keep energy costs down. Its business customer representatives received the highest score for their effective communication during energy emergencies and ability to resolve issues on first contact.

“This year’s findings underscore the importance of reliability, trust, and transparent communication as key elements for utilities to build strong relationships with their business customers,” said [Filomena Gogel](#), President of Research and Advisory at E Source. “By identifying and measuring these attributes, our research helps utility companies to improve connections and provide greater value amid rising customer expectations for these critical customer groups.”

Each year, study participants receive in-depth respondent-level data, an online dashboard, and a data advisory call for a thorough understanding of areas to improve business customer satisfaction.

Members of E Source’s Account Management Service will receive the full industry report, and the option to participate in facilitated information-sharing sessions with E Source experts and industry peers.

To learn more about E Source’s Account Management Service, visit [Account Management Service](#).

About E Source

E Source combines industry-leading customer, grid, and technology solutions to help utilities make and implement better data-driven decisions that positively impact their customers, their bottom line, and our planet. Headquartered in Boulder, CO, E Source has teams across the US and Canada. Learn more at www.esource.com.

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