

High-Level SMB Ethnographic Insights



E Source

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Engaging small and midsize business (SMB) customers

What's an engaged customer?

Would they say they're engaged?

SMB relationships with utilities are ...

Defined by outages.

SMB customers are skeptical

Even of their utility companies.

Relationship-
creating

Relationship-
repairing

What do SMBs desire?

Personalization

Think through the empathy lens

Would my customer be thrilled about participating? Why or why not?

Would my customer say they're engaged with us? Why or why not?

Thank you!



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