Ask E Source
You ask. We answer. You move forward.

You’re solving problems every day. But sometimes you may not know the answer. That’s when you should Ask E Source.

What is Ask E Source?

Ask E Source is a question-and-answer program available at no additional cost to any utility that purchases a subscription to an E Source research and advisory service. It’s your direct line to our knowledgeable, connected analysts who perform the hours of research on your behalf and provide thorough responses so you can move forward.

Here’s how it works:

1. Visit www.esource.com/questions
2. Submit your question, plus a few details
3. Select a turnaround time
4. Tell us how to reach you
5. Relax—we’ll do the research for you
Get answers to your questions about the topics within your research service membership. We’re experts in 11 areas, which align with our research services. When you combine these services, you can get more-thorough answers to your questions.

Here are two utility challenges with the variety of questions we’ve answered for customers.

**Challenge 1**

Achieve your cost-effective savings goal

- **E Source Account Management Service**
  How do other utilities customize programs for their largest customers?

- **E Source Battery Next**
  How can we prepare for growth in residential and commercial demand for battery storage technologies?

- **E Source Business Marketing Service**
  Which channel should we use to market energy efficiency to our small and midsize business customers?

- **E Source Contact Center Optimization Service**
  How do we promote energy-efficiency programs to customers who call about high bills?

- **E Source Corporate Communications Service**
  What’s the best way to explain energy efficiency to the general public?

- **E Source Demand-Side Management Service**
  How much do other utilities spend on midstream incentives?

- **E Source Distributed Energy Resource Strategy Service**
  How are distributed energy resources changing regulations around energy efficiency?

- **E Source E-Channel Service**
  What are best practices for designing an energy-efficiency landing page?

- **E Source Residential Marketing Service**
  What have been some of the most successful energy-efficiency campaigns?

- **E Source Technology Assessment Service**
  Which measures will be most effective for my upcoming program?
Increase EV adoption

E Source Account Management Service
How can I help my key accounts with fleet electrification?

E Source Battery Next
How much will battery pricing influence the growth of electric transportation?

E Source Business Marketing Service
Can we see a successful business customer EV campaign?

E Source Contact Center Optimization Service
How can I best train my call center for questions about EVs and EV charging?

E Source Corporate Communications Service
What are some compelling messages for promoting the environmental benefits of EV infrastructure investments?

E Source Customer Experience Strategy Service
How can I design the ultimate EV ownership experience?

E Source Demand-Side Management Service
How can demand-side management programs warm up customers to the idea of driving an EV?

E Source Distributed Energy Resource Strategy Service
What makes for a customer-friendly EV rate?

E Source E-Channel Service
Can you provide me with examples of how utilities are presenting info about EV costs, savings, and incentives online?

E Source Residential Marketing Service
Who should we target for an effective EV campaign?

E Source Technology Assessment Service
Which EV charger makes the most sense for my customers?

Challenge 2

There are times when your questions may be too complex to qualify as an Ask E Source inquiry. In those situations, we’ll reach out to discuss alternative ways to meet your research needs and support your project.
What do Ask E Source customers have to say about it?

This is a great service and my favorite part of E Source. Every time I’ve used it, I’ve been very satisfied with the results and the time it has saved me.

The Ask E Source experience was excellent. The researchers understood the challenge and were technically astute enough to research and wade through the findings to deliver results that were extremely relevant and very useful in our decision-making.

Visit www.esource.com/questions-faq to see common topics we address by service. Log in to your E Source account to find more information on the services you’re subscribed to.