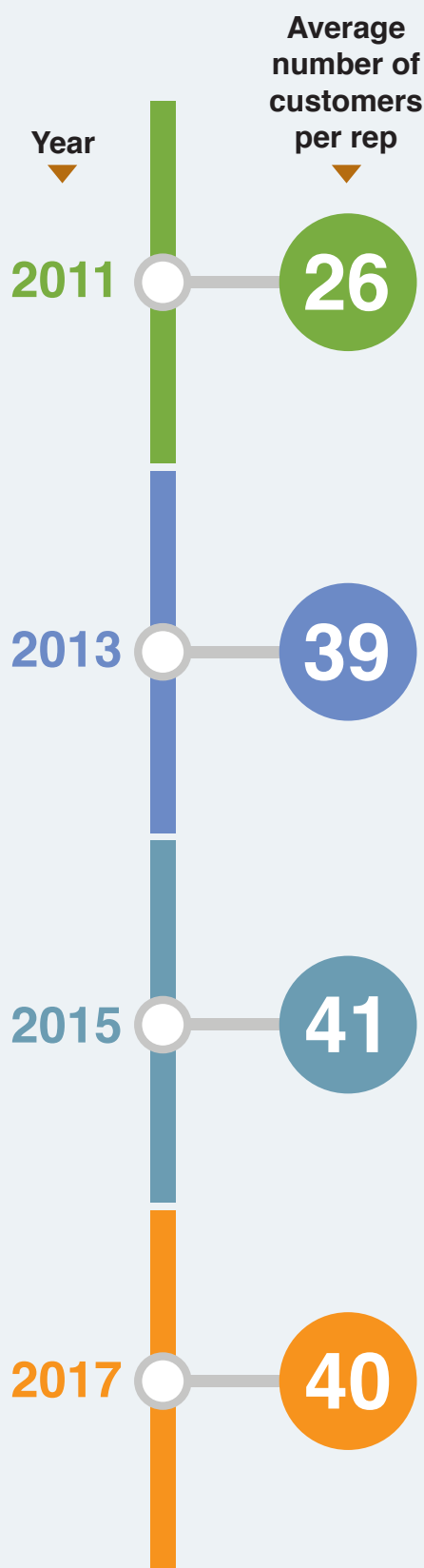


You Can Assign an Average of 40 Customers Per Key Account Manager



Since 2013, the average number of customers per key account representative has stabilized at around 40 customers. Because of enhanced key account manager support staff, customer satisfaction has stayed consistent over the same time period, even though account reps have taken on more customers.

To learn more about business customer satisfaction,

check out the

E Source Gap and Priority Benchmarks.

Rely on your support staff

Utilities are increasingly relying on support staff, which allows key account managers to take on more accounts. Since 2013, there has been a:

20%

increase in
billing support

18%

increase in energy-efficiency
or demand-response
program support

Segment by business type and complexity

One account manager should handle similarly complex accounts within a certain business type because these customers will have the same issues and concerns.

Using this method, one key account manager could handle 10 to 20 complex customers or more than 50 less-complex customers.

