

Six Things You May Not Know About Your Large Business Customers



E Source

In 2015, E Source surveyed business customers of 16 utilities to assess their most important needs and how well their energy providers are meeting those needs. We rank the customers' overall satisfaction with both their utility and utility account representative. Our comprehensive review helps utilities focus their attention and limited resources on the issues that matter most to their customers. We provide utilities, account management leadership, and the account managers themselves with specific and actionable items for improving large business customer satisfaction.

Learn more about our [Business Customer Gap and Priority Benchmarks](#).

What follows are a few of our findings from the E Source Large Business Gap and Priority Benchmark 2015. You might be surprised to learn how business customers really feel about their utility and their account rep.



The ability to provide reliable energy is rated the most important and highest-performing utility attribute by key accounts, but working to keep energy prices down is seen as an opportunity for improvement.



On the account rep side, trustworthiness is rated the most important and highest-performing attribute by key accounts, but effectively communicating during emergencies needs attention.

Meeting customer expectations for the desired number of in-person visits increases customer satisfaction with account representatives.



Email is fine for regular and planned contacts, but not for emergencies.

Energy-efficiency program participants are more willing to recommend their programs, are generally more satisfied, and see more perceived value from their utilities than those who do not participate.



Items related to cost are both the top barriers to and the top reasons for participation in a utility energy-efficiency program.



For 30 years, E Source has been providing research, consulting, and market research to more than 300 utilities and their partners. This guidance helps our customers advance their efficiency programs, enhance customer relationships, and use energy more efficiently.



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