

# Who Cares About Customer-Centricity? They're Already Our Customers

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# What have you learned so far?

Write down five new insights  
or takeaways you've learned  
at the conference

You have 3 minutes; work on your own  
Write down your answers  
Be prepared to share

# You're all innovators!

Do you ever leave a conference full of great new ideas, but get met with resistance when you get home?

Why should we focus on innovation  
through the lens of customer needs?  
They're already our customers!

You have 4 minutes  
Pair up with the person next to you  
Come up with 3 answers  
Write them down

What are the ramifications if utilities don't place an emphasis on customer-needs-driven innovation?  
In the next 3 years? 7 years?

You have 3 minutes  
Pair up with a *different* person  
Come up with 2 answers  
Write them down

# Who should “own” innovation at a utility? Why?

You have 3 minutes  
Pair up with a *different* person  
Write down your answers

What are two *small behaviors* you can personally incorporate into your daily job that will help bring innovative practices to your own role and encourage others to do the same?

You have 3 minutes; work on your own  
Write down your answers  
Be prepared to share

# Happy innovating, and safe travels!



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What needs to happen at your utility to enable either yourself or your utility to focus on customer-needs-driven innovation to the degree you think is necessary?

You have 3 minutes  
Pair up with a *different* person  
Come up with 2 answers  
Write them down