

Business customer needs: Energy goals, utility offerings, and engagement

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POWERING WHAT'S **NEXT**



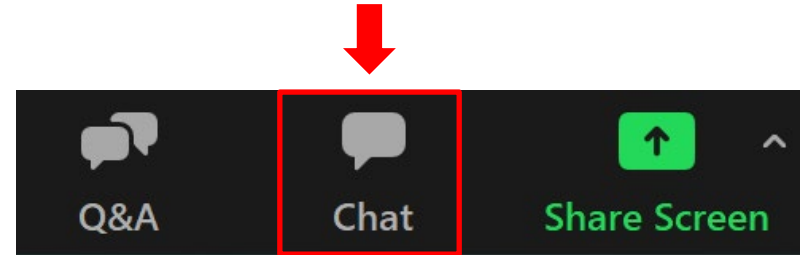
This is a virtual roundtable discussion

- Participation is essential
- Use Zoom's **chat** feature to pose questions and share comments
- Unmute your line when you're ready to speak (*6)
- Turn your video on



Logistics for our discussion

- Select Chat on the bottom toolbar
- Enter your question for Dan, Erica, Sarah, or the discussion group
- We'll queue up your questions and work through as many as we can



Key takeaways



Understand your large business customers' energy-related goals and how your offerings can help them achieve those goals



Gauge your large business customers' interest in your offerings, then emphasize the benefits of those offerings while eliminating any barriers to them to increase participation



Identify where your large business customers are having difficulty interacting with you, and make those interactions easier

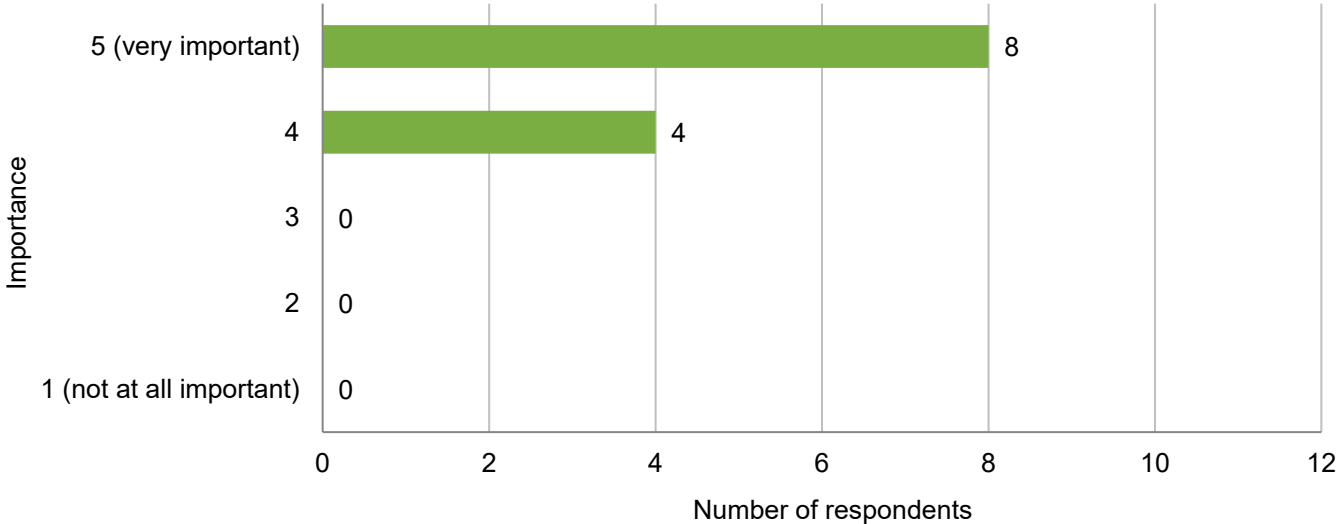


Use multiple channels of engagement to inform the issues above and understand how customers' needs change over time

A nighttime aerial view of a city with illuminated buildings and a complex highway interchange. The top of the image is a dark blue gradient.

Large business customers' energy-related goals

Audience poll: How important are your large business customers' energy-related goals to your account management strategy?



Base: Event attendees that answered this poll (n = 12). **Question:** How important are your large business customers' energy-related goals to your account management strategy? **Note:** Use caution when sample size falls below 30. © E Source

Large business customers are committed to energy-related goals



73% Energy-savings goals



44% Environmental-sustainability goals



29% Renewable-energy goals



28% Carbon or greenhouse gas emissions–reduction goals



18% Electrification goals

Energy-related goals can influence large business customers' relationships with their utilities

In the headlines ...

Corporate Demand Drives Renewables As Amazon Becomes World's Largest Buyer

Walmart has a grand plan to help suppliers club together to buy green energy

Apple backs Biden's proposal to eliminate greenhouse gases from power plants by 2035

Ford announces new carbon neutral targets

Microsoft's Pursuit of Climate Goals Runs Into Headwinds

amazon



Walmart



Large business customers with energy-related goals are ...



More likely to believe their utility provides resources that help better manage energy costs and make informed decisions



More satisfied with, perceiving more value from, and more likely to recommend their account reps (as seen in Net Promoter Scores)



More likely to rate specific utility interactions (such as learning about and enrolling in programs and services) as easier to perform



More likely to see utilities and other resources as trusted advisers



More likely to participate in, purchase, or lease a utility-provided program, product, or service

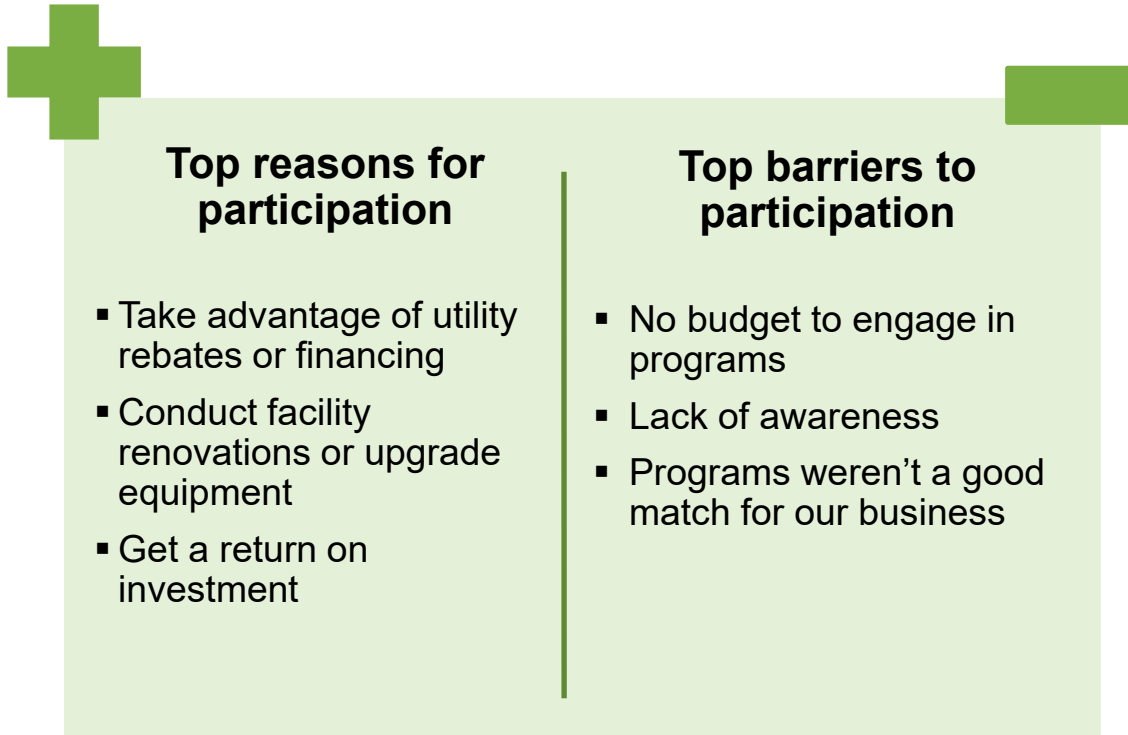


Discussion

How do energy-related goals translate to the relationships you have with these customers?

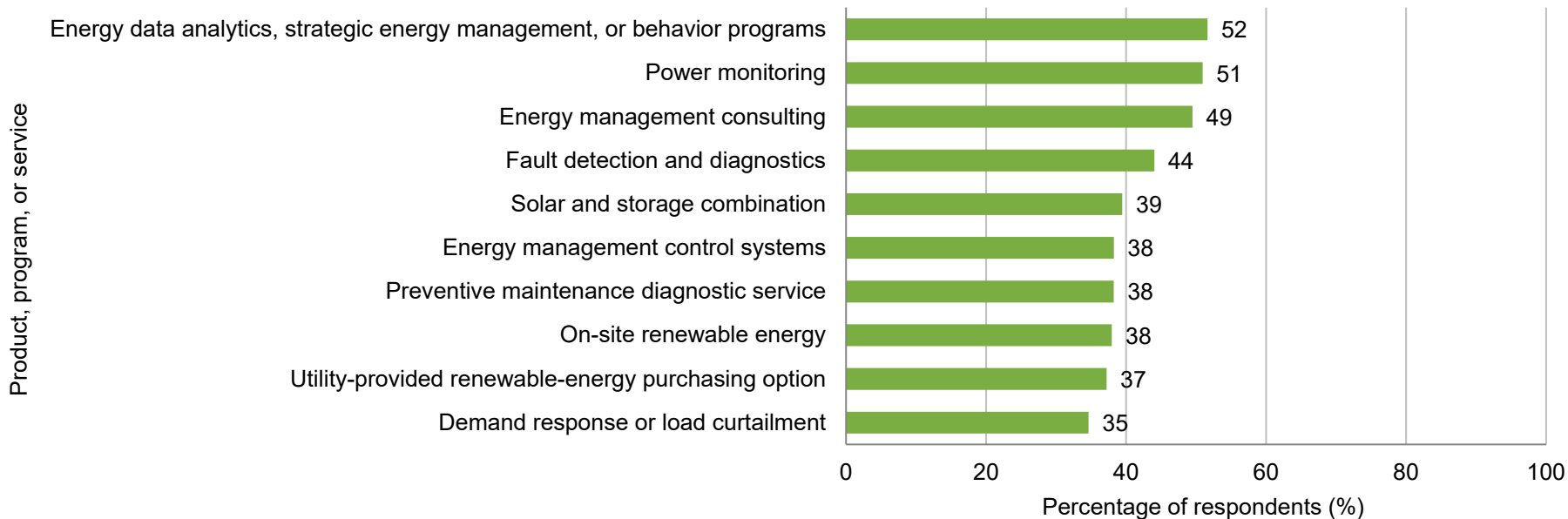
Are you formally integrating these goals into any customer action plans or key account plans?

Align customers' energy-related goals with their motivations and perceived barriers for participating in utility offerings



The utility offerings large business customers are considering align with energy-related goals

Top 10 utility offerings participants are considering



Base: Large business customers in the 2021 study that have at least one specified energy-related goal (n varies). **Question S5_6A_NP:** Which statement best describes your business's current stage in the participation, purchase, or lease of the following programs, products, and services? (Considering Summary) © E Source (2021 Large Business Customer Satisfaction Study)



Discussion

What energy-related goals are you prepared to help your large business customers achieve?

A nighttime cityscape with illuminated buildings and a complex highway interchange, serving as the background for the slide.

Large business customers' participation in utility offerings

Audience poll: What utility offerings do you think are most beneficial to your large business customers?

- Demand-side management
- EV advising and charging
- Energy efficiency incentives
- Advanced energy data
- Analytics at a granular level

Large business customers that participated in, purchased, or leased a utility offering are ...



More likely to have an energy-related goal



More likely to trust their utilities for energy-related advice



More likely to interact with their account reps



More satisfied with their account reps and are likely to recommend them



Discussion

Why do you think participating in a utility offering might create more positive perceptions among your large business customers?

Emphasize the reasons for participation while eliminating the perceived barriers to participation



Top reasons for participation

- Take advantage of utility rebates or financing
- Conduct facility renovations or upgrade equipment
- Get a return on investment
- Reduce the need for maintenance or maintenance costs
- Address concerns about the environment or sustainability

Top barriers to participation

- No budget to engage in programs
- Lack of awareness
- Programs not a good match for our business
- Up-front costs were too high or expensive
- Utility incentives weren't robust enough to justify moving forward



Participants and nonparticipants are considering similar utility offerings, but there are differences

Top 10 offerings: Participants

- Solar and storage combination
- Power monitoring
- Energy management consulting
- Fault detection and diagnostics
- Energy data analytics, strategic energy management, or behavior programs
- Community solar
- Energy management control systems
- On-site renewable energy
- Preventive maintenance diagnostic service
- Utility-provided renewable-energy purchasing option

Top 10 offerings: Nonparticipants

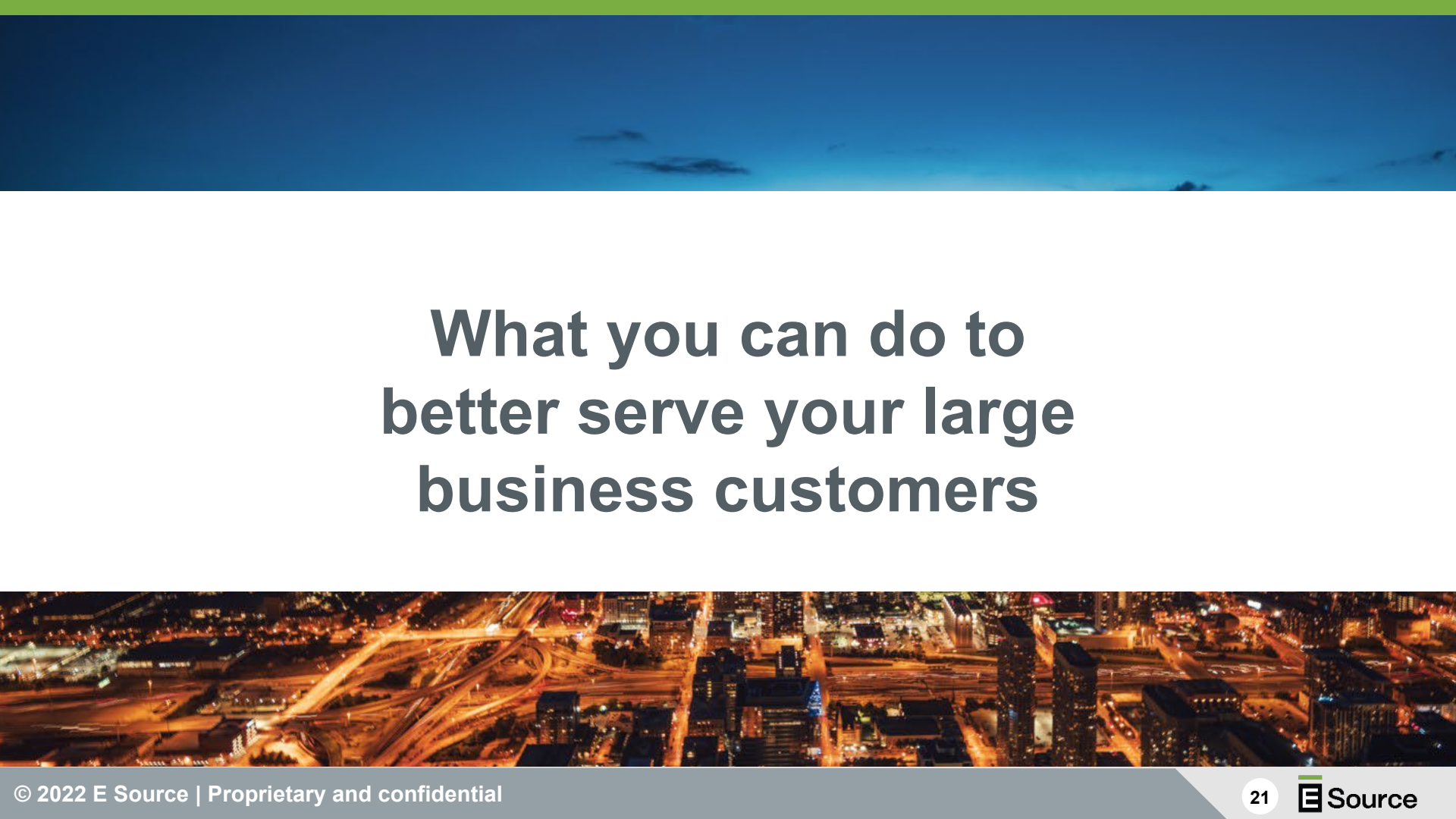
- Power monitoring
- Energy data analytics, strategic energy management, or behavior programs
- Energy management consulting
- Fault detection and diagnostics
- Preventive maintenance diagnostic service
- Energy management control systems
- Demand response or load curtailment
- On-site renewable energy
- Utility-provided renewable-energy purchasing option
- Lighting

Note: Orange text indicates offering differences



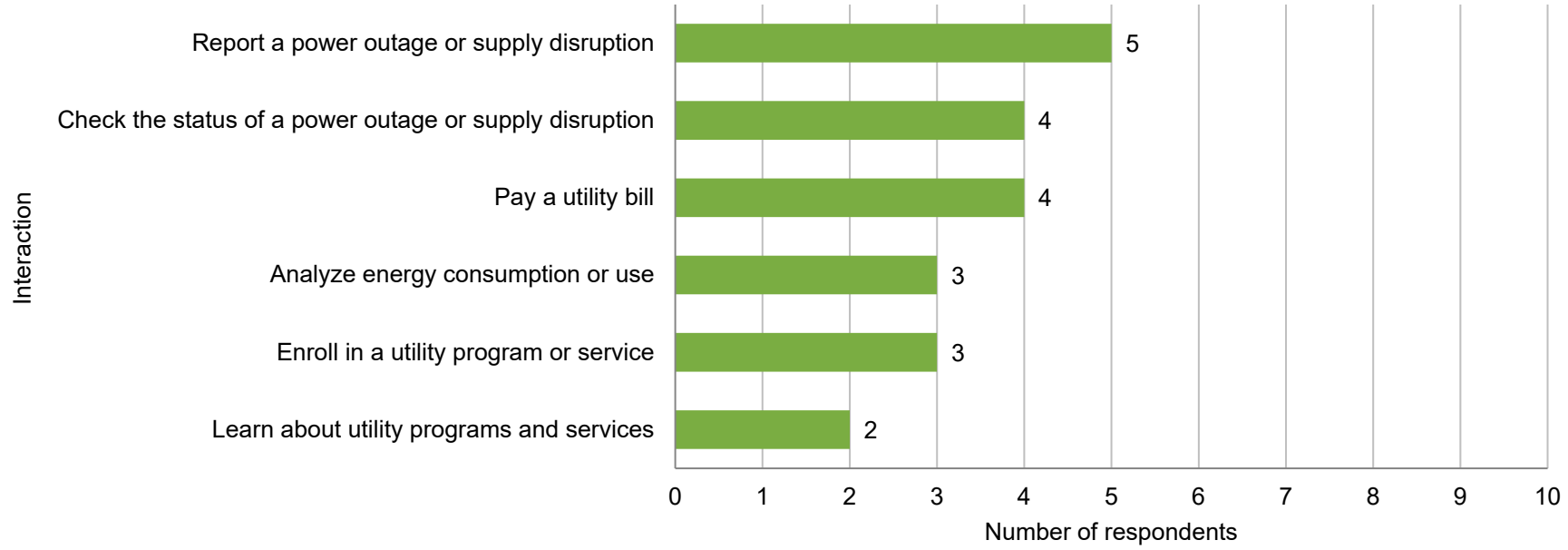
Discussion

What techniques have been successful in increasing program participation? What may not have been as successful?

A nighttime cityscape with illuminated buildings and a complex highway interchange, serving as the background for the slide.

What you can do to better serve your large business customers

Audience poll: What interactions with your organization do you think are most important to be easy for your large business customers?



Base: Event attendees that answered this poll (n = 9). **Question:** What interactions with your organization do you think are most important to be easy for your large business customers? (Select up to three.) **Note:** Use caution when sample size falls below 30. © E Source

Focus on interactions that are difficult for large business customers

Harder to do



Pay a utility bill
Report a power outage or supply disruption
View utility account status and bill
Ask a customer service question
Check the status of a power outage or supply disruption

Enroll in a utility program or service
Learn about utility programs and services
Analyze energy consumption or use
Learn about rate changes



Easier to do

Engage with your large business customers in multiple ways



Host periodic conferences, large group meetings, seminars, or workshops



Send newsletters or periodic news alerts



Conduct a customer satisfaction survey every year



Dedicate a portion of the utility website to them



Have an established business advisory panel



Have at least two in-person visits every year



Discussion

How are you engaging your large business customers?

What COVID-related changes to your large business customer engagements are you keeping? Why?

Key takeaways



Understand your large business customers' energy-related goals and how your offerings can help them achieve those goals



Gauge your large business customers' interest in your offerings, then emphasize the benefits of those offerings while eliminating any barriers to them to increase participation



Identify where your large business customers are having difficulty interacting with you, and make those interactions easier



Use multiple channels of engagement to inform the issues above and understand how customers' needs change over time

E Source Market Research

Business Customer Satisfaction Study

Business account
management

VOC 



About

A nationally recognized measure of business customer satisfaction, our study involves online surveys of US utilities' small and midsize business and large business customers. Our clients use insights from the study to gain a deeper understanding of their customers and identify areas where they can improve service to them. Learn more at www.esource.com/business-customer-satisfaction-study.



Participation

This study is included with membership in the E Source Account Management Service or Business Customer Suite. If a utility isn't a member, they may join the study for a fee.



Results

Participating members of the Account Management Service or Business Customer Suite receive:

- An individualized online dashboard, pending survey response
- A raw data file and a banner
- Access to best-practice reports, webinars, and networking events
- A consultation with E Source experts upon request

Nonmembers may pay to participate in the study and access the results.

Contact us



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Have a question? Ask E Source!

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