

Client Value Proposition: For those utilities in states where competition for energy is relevant, ensure differentiated value proposition and appropriate service level to remain competitive and stay profitable

Strategic Value: Determine characteristics of our best customers, identify best mix of prospects, offers, and channels, utilize effective customer retention strategies

Information and Analytical Capabilities Provided:

- Utilize customer feedback and sales history to enhance product/service offerings
- Evaluate cost-of-power, price-demand curves/elasticity, and competitive pricing to set appropriate product/service prices
- Segment customers based on profitability/value, products, usage, loyalty, etc. to develop, and evaluate performance of, customer acquisition and retention strategies
- Evaluate effectiveness and efficiency of acquisition / retention / cross-selling offers (e.g., renewable energy), campaigns, and promotions, and determine optimal "treatment" strategies for different segments

Example Metrics: Offer/Promotion Response Rate, Conversion Rate, Energy Demand, # Prospects, Net New Connects, Customer Profitability, Revenue Change,

Related Modules: Work Management Analysis, Customer Care Analysis, Capital Planning and Management Analysis, Supply Chain and Inventory Management Analysis, Meter and Demand Management Analysis

Meeting Energy Industry Challenges