



cogent syndicated

BUSINESS

Utility Trusted Brand & Customer Engagement™

Enhancing utility-business relationships through brand trust, product engagement and service excellence

Delivered in June and December

Brand strength is closely linked to positive business outcomes like revenue growth, increased market share, elevated pricing power and higher customer loyalty. While market share and customer loyalty haven't historically been things utilities consider, both factors are taking on new strategic importance as the energy market continues to shift.

Engage your customers, benchmark your business and build franchise value with the Utility Trusted Brand & Customer Engagement study. The gas and electric utility industry is rapidly changing, and without the right information and tools and guidance, today's utilities risk becoming obsolete. The study explores utility relationships with business customers through a customer experience "Balanced Scorecard" approach. Examine service satisfaction, product experience and brand trust to deliver true franchise value and become a utility of the future. No other syndicated study comes close to the quality of our research. Utility Trusted Brand & Customer Engagement—the study you can trust.

BENCHMARK PERFORMANCE

Track performance against 60 electric utilities to identify opportunities and trends to increase customer management measures

INCREASE FRANCHISE VALUE

Capitalize on opportunities to strengthen internal operations and external brand value

IMPROVE CUSTOMER ENGAGEMENT

Track, manage and increase brand trust, product engagement and service excellence to improve your bottom line

Study Overview—The highest-quality study on the market

AREAS OF INQUIRY

Trusted Brand Measurement Factors

- Local outreach efforts and reputation
- Customer advocacy
- Environmental focus
- Communication effectiveness
- Brand traits and positioning

Product Experience Measurement Factors

- Awareness and use of voluntary programs
- Influence on use of enhanced offerings
- Demand for billing, retail, service and consumption management offerings
- Impact of voluntary products on energy costs, the environment and other utility consumer needs

Service Satisfaction Measurement Factors

- Safety and reliability
- Billing and payment processes
- Customer and field service performance

Customer Impressions of Utility

- Comparisons with other local service providers
- Brand equity/value measurements
- Customer advocacy scoring
- Service and outage diagnostics
- Net Promoter Scores®
- Customer segmentation and appeal

SAMPLE SIZE AND METHODOLOGY

- 60 electric utilities
- Web-based survey
- Sample: Businesses spending at least \$100 per month on electric service

PUBLICATION SCHEDULE

- Two waves of research: Subscribers will have 100 customer respondents per wave (200/year), and non-subscribers will be evaluated by

60 customer respondents per wave (120/year)

- Publication dates: June and December^

SUBSCRIPTION DELIVERABLES

- Detailed report with analysis of data
- Online portal tool with every score and question for each utility using mTAB
- Simulator to model and forecast impacts of changes in management areas
- On-site strategy sessions providing actionable results and facilitating strategic planning
- Participation in industry best practice webinars

^ An official press release will be distributed with the ability to promote performance

Cogent Syndicated is the most trusted, reliable and highest-quality source for utility insights.

We've been inside the industry for over 20 years. Our team of industry experts distills data to help utilities translate human behavior into future products and messages that keep you ahead of transforming market needs. Through our syndicated reports, advisory services and custom solutions, we illuminate the path through disruption for our utility clients.

Talk to us.

P: 1 734.542.7600
E: COGENT@ESCALENT.CO
ESCALENT.CO

RANKINGS & RECOGNITION

Recognized utilities score in the top quartile among business customers. Subscribers receive a beautiful personalized trophy for display.

Most Trusted Brand

Annual announcement in June. Awarded to utilities that score above 700 or are in the top quartile of their region.



Customer Champion

Annual announcement in December. Awarded to utilities that score in the top quartile for our proprietary Engaged Customer Relationship (ECR) metric.

