



cogent syndicated

Texas REP Trusted Brand™

Enhancing Texas retail electric
provider (REP) brand trust,
product sales, service
satisfaction, customer
acquisition and loyalty

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Brand strength is closely linked to positive business outcomes like revenue growth, increased market share, elevated pricing power and higher customer loyalty. REPs in the growing Texas market need to understand their brand and its value as the energy market continues to shift.

Engage your customers, benchmark your business and build franchise value with the Texas REP Trusted Brand study. The retail electric industry is rapidly changing, and without the right information and tools and guidance, today's utilities risk becoming obsolete. The study provides a comprehensive view into REPs' relationships with their residential customers, through a customer experience "Balanced Scorecard" approach. Proprietary metrics comprise our REP Brand Trust model—which has been proven to deliver true franchise value.

BENCHMARK PERFORMANCE

Track performance against 43 named REPs, identify opportunities and trends to increase your company's brand trust level

INCREASE FRANCHISE VALUE

Capitalize on opportunities to strengthen internal operations and target marketing and increase product sales and profitability

BOOST CUSTOMER ACQUISITION

Track, manage and improve brand qualities that your current and targeted customers are seeking in a REP

Texas REP Trusted Brand Overview

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 usage of offerings
- Demand for billing, retail, service and consumption management offerings
- Market positioning of offerings

Service Satisfaction Measurement Factors

- Billing and payment processes
- Customer service performance

Customer Impressions

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

SAMPLE SIZE AND METHODOLOGY

- 5,361 residential electric customers
- 44 Texas retail electric providers
- Web-based survey
- Sample design uses US census data and strict quotas to ensure a representative sample of customers based on age, income and race

PUBLICATION SCHEDULE

- September 2019

SUBSCRIPTION DELIVERABLES

- Detailed report with analysis of data
- Online portal tool with every score and question for each REP using mTAB
- On-site strategy session to provide actionable results and facilitate strategic planning

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.

RANKINGS & RECOGNITION

An annual Most Trusted Brand recognition is given to the top 10 REPs in the study. Most Trusted Brands are announced via press release. All subscribers have the ability to promote their performance publicly and receive a beautiful personalized trophy for display.



Talk to us.

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

