



cogent syndicated

2021 Research Catalog

Unique, dynamic solutions designed to
meet your evolving needs

Cogent Syndicated Experts

Meet our experts—The brains behind the data.



CHRISTOPHER OBERLE, SENIOR VICE PRESIDENT

Chris has more than 25 years of executive management experience in the energy and financial services sectors. He manages the development and delivery of syndicated studies, custom research, best practices and advisory services. Throughout his career, Chris has earned a reputation as a customer experience thought leader by helping clients improve the way they develop, deliver, and engage and satisfy customers with their programs, brands and other initiatives.



K.C. BOYCE, VICE PRESIDENT

K.C. manages the development and delivery of syndicated studies and best practices, with a focus on helping utilities create valuable relationships with their business and residential customers. Throughout his career, K.C. has worked across industries and sectors to develop innovative solutions to complex problems and translate subject matter expertise into actionable insight. He is a nationally known speaker on topics such as solar energy and electric vehicles, and co-hosts the weekly Energy Matters radio show.



WILLIAM RYBACK, LEAD ANALYST

William is part of the syndicated research team, providing insights to inform a multitude of energy industry partners interested in building their brand and strengthening customer relationships. He maintains client-facing responsibilities with our proprietary web-based reporting platform.



AMANDA DOHERTY, SENIOR RESEARCH MANAGER

Amanda has over 20 years of experience in research across a variety of industries. Her areas of expertise include project management and online research including sample design and management. She is responsible for coordinating the behind the scenes efforts, including fieldwork, data collection, data delivery and report development.

Build your business. Build your brand. Contact us at cogent@escalent.co or 888.962.3312.

THE STUDIES

Utility Trusted Brand & Customer Engagement™: Residential

Engage your residential customers, benchmark your business and build franchise value. The study explores utility relationships with residential 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. **June & December 2021**

SAMPLE AND DELIVERABLES

- 65,000+ residential electric and natural gas customers; 140 electric, natural gas and combo utilities
- Detailed report with analysis of data
- Online portal tool with every score and question
- Simulator to model and forecast impact of changes in management areas
- On-site strategy session providing actionable results and facilitating strategic planning
- Participation in industry best practice webinars

Utility Trusted Brand & Customer Engagement™: Business

Engage your business customers, benchmark your business and build franchise value. 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. **June & December 2021**

SAMPLE AND DELIVERABLES

- 78 electric utilities, businesses spending at least \$100 per month on electric service
- Detailed report with analysis of data
- Online portal tool with every score and question
- Simulator to model and forecast impact of changes in management areas
- On-site strategy session providing actionable results and facilitating strategic planning
- Participation in industry best practice webinars

Texas REP Trusted Brand™

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. **September 2021**

SAMPLE AND DELIVERABLES

- 5,800+ residential electric customers; 57 Texas retail electric providers
- 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

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SPECIAL REPORTS

Throughout 2021, Escalent will release a series of special reports providing deep insight into important consumer trends for the energy industry.

ESG 360^o™ for Utilities

Environmental, social and governance (ESG) factors are becoming increasingly important for the investment community. This report will look at different investor types and their perspective on ESG, including the relative importance of ESG components, ESG reporting frameworks and how customer engagement in utility efforts relates to successful influence on investor sentiment. Utilities have long been pillars of their communities and have been instrumental in reducing the United States' carbon footprint—this report will help utilities effectively tell this story to the investor community. **March 2021**

Navigating Tricky Waters: Rate Cases in 2021

With the COVID-19 pandemic continuing to rage, customers are feeling economic pain from the recession. But with the promise of stimulus and a booming stock market where utilities are trying to extract a financial premium, how do utilities navigate rate cases with regulators and gain acceptance with customers? This report will examine consumer price sensitivity to utility rate increases and detail approaches that can improve public support for them, ultimately supporting higher approved ROE. **March 2021**

Key Account Management Program Performance and Trends

Today's key account management (KAM) programs need to be adept at solving service issues, proactively reach out to business customers and become an integral part of the local economy, and influence customers to use value-added energy programs. Cogent Syndicated has found some utilities manage KAM programs better than others from a customer perspective. What drives performance, how do utilities rank on performance and what are the best opportunities to innovate new approaches and offerings for this market? This report will address those questions and benchmark utility performance across account manager satisfaction, product usage and social interaction. **July 2021**

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SPECIAL REPORTS

Flipping the Script on Outages

Far from being detrimental to customer satisfaction, outages can actually increase satisfaction and brand perceptions. This report will examine the growing number of utilities where this is the case, highlighting the strategies and tactics they've deployed to change how customers perceive being without power.

July 2021

COVID-19: Aftermath and Opportunities

Utility responses to COVID-19 impacted all aspects of the industry's operations, service and outreach. Customers changed rate plans, billing programs and adopted digital at a faster pace than the industry has witnessed in the past. This report will highlight how well utilities responded to the pandemic, measuring the effectiveness of utility communications, outreach, offerings and other actions deployed during the pandemic to respond to customers' needs. Learn which efforts were most impactful, what determined success, and which programs/efforts are here to stay. Measure the activities and performance trends of over 140 utilities from Q2, 2020 to Q2, 2021. *July 2021*

Utility Customer Effort and Experience

Low-effort experiences improve customers' satisfaction with their utility. Yet many utilities are unsure of where to start in improving customer effort. This report will examine key drivers of effort perceptions, prioritize the processes to assess first for maximum customer impact, and identify specific tactics that utilities can employ to improve effort perceptions across customer touchpoints. It will also highlight areas where customer effort can be used strategically to create memorable experiences that enhance customers' emotional connections with their energy utility. *September 2021*

Digital Transformation: From Laggard to Leader

2020 significantly accelerated customers' adoption of utilities' digital service and communication channels as well as digital in-home technology. However, many consumers found their utility's digital experience lacking. As the industry reorients investment and resources to more quickly achieve digital maturity, this report will provide actionable advice on how to create an exemplary digital experience for customers. *November 2021*

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About Escalent

Escalent is a top human behavior and analytics firm specializing in industries facing disruption and business transformation. As catalysts of progress for more than 40 years, we tell stories that transform data and insight into a profound understanding of what drives human beings. And we help businesses turn those drivers into actions that build brands, enhance customer experiences and inspire product innovation.

Visit escalent.co to see how we are helping shape the brands that are reshaping the world.

