



cogent syndicated

2022 REPORTS

Transformative solutions to meet your evolving needs

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

We've been inside the industry for over 30 years. Our team of industry experts distills data to help utilities translate human behavior into actionable insights 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.

Backed by our trusted data, our experts are producing a series of special reports providing deep insight into important consumer trends for the energy industry.

Build your business. Build your brand. Contact us at cogent@escalent.co or +1 888 962 3312.



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2022 REPORTS

2022 Annual Reports

Utility Trusted Brand & Customer Engagement™

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

Since 2014, these syndicated studies have helped utilities engage customers, benchmark their business and build franchise value. Surveys among residential customers of 140 utilities and business customers of over 60 utilities explore the customer experience through a “balanced scorecard” approach. These reports size demand and performance of over 70 offerings, including consumption management, digital communications, alternative/renewable energy, rate plans, EV support and retail offerings.

Examine service satisfaction, product experience and brand trust to deliver true franchise value and become a utility of the future. No other syndicated studies come close to the quality of our research.

Residential: Delivered quarterly

Business: Delivered June and December

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

Rankings & Recognition

Each year, we recognize the highest-performing utilities on their excellence. These utilities score the highest in the industry among their customers. Subscribers receive a beautiful, personalized trophy for display.

MOST TRUSTED BRAND

Annual announcement in June. Awarded to utilities that score in the top decile of the industry or highest in their region.

CUSTOMER CHAMPION

Annual announcement in December. Awarded to utilities that score in the top decile of the industry or highest in their region for our proprietary Engaged Customer Relationship (ECR) metric.



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2022 Reports

Rate Increases in A Volatile Energy Market

Discover how to protect your brand and customer trust in an environment of rising fuel costs and supply chain challenges

Geo-political risks set against the backdrop of COVID-19-induced global logistics disruption is placing utilities in a precarious situation. As rates continue to increase how will utilities maintain or even improve customer satisfaction and trust? This report will explore:

- How a variety of communication channels and other brand traits can help shape brand perceptions
- Why pre-emptive strategies to increase communication intensity can positively impact customer awareness and opinion in the scenario of continued rate increases
- How a protracted scenario of low consumer sentiment index and the possibility of other deteriorating economic metrics could shift clients focus towards “saving money” as their priority indicator
- Why customers are likely to adopt these programs

Publishing in July

+ Dive deeper in September: Add on utility-specific data on customers' economic conditions and willingness to bear rate increases available at additional cost.

Outage Experience & Reliability

How to create an exemplary experience that enhances customer perceptions

Outages are inevitable but they don't have to negatively impact your energy brand. In fact, our data show that an outage that is proactively communicated and resolved can actually build customer loyalty and lead to more engaged customer relationships. This report will explore:

- How actual reliability and utility communication influences customer perceptions of reliability
- What makes a successful customer outage experience, including preferred channels and the information customers are looking for
- How to think about setting estimated times of restoration

Publishing in July

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2022 Reports

Smart Home Energy Management

Uncovering the five W's of home energy management programs

With increased adoption of “smart home” technology controlling large loads, utilities have new ways to create value by helping customers manage and coordinate their energy usage. This will explore:

- Who the customers are that constitute the target market for these offerings
- What type of programs are compelling to those customers, including the technologies, bundles, and specific brands customers have already adopted (e.g., Nest, ecobee, Alexa)
- When home energy management programs are likely to take off
- Where to target marketing for home energy management programs
- Why customers are likely to adopt these programs

Publishing in September

Utility Customer Loyalty

Building customer loyalty to secure your utility for the future

Disruption in the energy market is only just beginning, as a push to electrify gas appliances and distributed generation are disrupting previous behavioral patterns and giving your customers new options when it comes to energy. This report will:

- Show how a strong utility brand is key for every utility to maintain customer loyalty
- Explore what natural gas utilities need to do in order to maintain their “social license to operate”
- Explore how electric utilities can position themselves as a provider of first choice for new energy technologies

Publishing in September

Building a Best-in-Class Digital Experience

Optimizing email and mobile touchpoints to boost customer satisfaction and engagement

Continuing the exploration of customers’ digital expectations and experience begun in the 2021 “Digital Transformation: From Laggard to Leader” report, this report will explore important changes in the digital landscape over the past year. It will also provide additional insight on how utilities can:

- Create compelling mobile web and app offerings that yield high containment and satisfaction
- Use email as an effective customer service channel

Publishing in October

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2022 Reports

Strategies for Social Media Success

Maximizing the impact of social media for utilities

As a business that serves the general public, it's imperative that utilities have a social media presence. No matter the size of the audience that's actually engaging with your social channels, customers expect to find you there. This report will explore:

- How social media can be a platform to drive broader customer engagement and build trust in your brand
- The impact social media users can have on your entire customer base
- Which social media platforms and content utilities should invest in to get the biggest return

Publishing in October

About Escalent

Escalent is an award-winning advisory firm that helps clients understand human and market behaviors to navigate disruption and business transformation. As catalysts of progress for more than 40 years, our strategies guide the world's leading brands. We accelerate growth by creating a seamless flow between primary, secondary, syndicated, and internal business data, providing consulting and advisory services from insights through implementation. Based on a profound understanding of what drives human beings and markets, we identify actions that build brands, enhance customer experiences, inspire product innovation and boost business productivity.

Visit [escalent.co](https://www.escalent.co) to see how we are helping shape the brands that are reshaping the world.

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