



For Immediate Release

## **E SOURCE Enhances Market Segmentation for Utilities** New Advisory Services Focus on Serving Residential and Business Customers

BOULDER, CO, April 1, 2009—E SOURCE is pleased to announce two new utility advisory services focused on providing information and resources tailored to residential and business market segments. These new services—*E SOURCE Business Market Service* and *E SOURCE Residential Market Service*—are aligned with the way utilities serve their residential and business customers, providing tools and insight to increase program participation, facilitate outreach, grow revenue, and improve internal efficiencies and customer satisfaction.

“Utilities offer a variety of programs, like time-of-use pricing, energy efficiency, and renewable-energy options, to name a few,” said Ken Black, executive vice president of E SOURCE Member Services. “Tailoring these programs to meet the needs of specific customer types is the key to increasing participation and response rates. This is marketing pure and simple and something that consumer and B2B companies have been doing for decades.”

For utilities that focus on residential programs, the *E SOURCE Residential Market Service* provides resources and data-driven analysis, including attitudinal and demographic segmentation and ready-to-use customer materials that clearly explain energy use and technologies. The research in this service focuses on key trends—such as social marketing—and understanding the emotional needs of residential customers. Douglas Karl, director of the *E SOURCE Residential Market Service*, has more than 30 years of utility experience in customer service and strategy development. Before joining E SOURCE, he served as vice president of marketing and customer service for Vectren Energy Delivery.

For utilities that seek more engagement from business customers of all sizes, the *E SOURCE Business Market Service* provides best practices and tools for business customer outreach and account management. This service includes content tailored to businesses that can be delivered in newsletters, brochures, or through a web site; a benchmark study that reveals whether utilities are meeting the expectations of their business customers; and internal process assessment tools. The director of the *E SOURCE Business Market Service* is Mike Hildebrand, who has over 24 years of utility experience in strategic business planning and was with Integrys Energy Group before joining E SOURCE.

More information about the *E SOURCE Business Market* and *Residential Market Services* can be found at [www.esource.com](http://www.esource.com).

### **About E SOURCE**

E SOURCE has been providing leading-edge energy business intelligence to over 300 utilities and large energy users for more than 20 years. Our research analysts and consultants are among the best minds in the business, delivering significant and timely research that equips our customers with the right information at the right time to make better, faster decisions. We’re in the know—predicting and addressing trends, technologies, and problems related to energy efficiency, utility customer satisfaction, program design, marketing, customer management, and sustainability.

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