



E Source Utility Communicators Service

Utility Communications That Build and Strengthen Relationships

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Electric and natural gas utilities have communication challenges unlike those of any other business. It's not just about selling more—it's about reliability, safety, efficiency, program management, and crisis control.

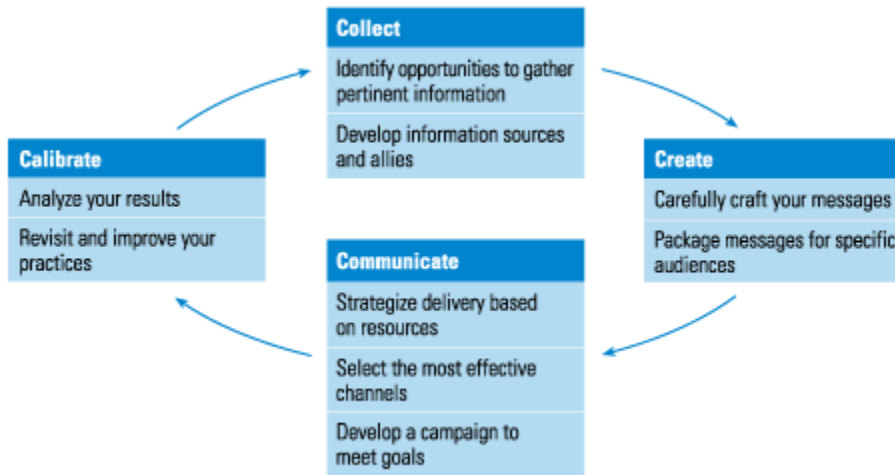
The quality and frequency of your communications directly affects customer satisfaction scores, brand image, news media portrayal, relationships with special interest groups, investor sentiment, and even employee productivity. No wonder 71 percent of utilities surveyed across North America report communications is playing an increasingly vital role within their business.



We understand the unique pressures driving you to make your communications more effective and less expensive. The *E Source Utility Communicators Service (UCS)* can help you build and strengthen key relationships—by guiding you through the Four C's of Utility Communications: Collect, Create, Communicate, and Calibrate.

The Four C's of Utility Communications

The *E Source Utility Communicators Service* helps you move through a fundamental strategic cycle that ensures your efforts are always well crafted, efficient, and ultimately successful.



UCS also helps you:

- Understand how your communications work affects customer satisfaction.
- Make a strong business case for the communications efforts within your organization.
- Smooth out potential rough spots before they become major problems.

Included in Your Membership

Member Inquiries. You've got questions? We've got answers. With just a simple phone call or e-mail our knowledgeable team of research professionals becomes an extension of your staff, providing quick

responses to your inquiries about strategy, segmentation, messaging, dissemination, measurement, and improvement. We answer more than 2,000 inquiries each year, and our customers consistently report that this is the most valuable element of their membership.

Web Conferences. Throughout the year we host targeted discussions on the hottest topics that are—or soon will be—affecting your communications business. Enjoy multiple opportunities to speak directly with industry experts and network with your peers—all from the comfort of your office.

Exclusive Research Reports. We know you're busy, so our reports are concise and to-the-point. We highlight best practices, show you how to get more communications bang for your buck, introduce you to creative new outlet channels, and point out big-picture developments likely to shape your future.

Communicators Council. This network, which includes a representative from each UCS member organization, gives you the opportunity to compare notes with your peer utility communicators, shape the direction of our research, and test your ideas. Our members form a smart, interactive, and purposeful community who embrace best practices and are eager to share their experiences.

E Source Forum. Our annual multiday conference for all E Source members is your prime venue for firsthand learning about the most critical issues facing the energy business. It provides an unmatched way to exchange ideas and interact with colleagues and industry specialists in a relaxed setting.

Who Benefits from This Service?

UCS is for communications specialists, communications supervisors, and anyone who communicates within their utilities and to customers, the public, and the media—to better position their organizations, disseminate information, gather feedback, and strengthen relationships. If your job involves any of the Four C's, then UCS is for you.

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