



# Exclusive, limited-time offer for current members: Access six pieces of content outside of your membership

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Breaking news from E Source headquarters! If your utility currently subscribes to just one (or a few) of our research and advisory services, you won't want to miss this limited-time opportunity to access previously gated content. From now until the end of the 2021 E Source Forum on October 1, you can help yourself to up to six pieces of content outside of your membership.

Are you a demand-side management (DSM) program manager eager to learn how customer experience strategists make it easier for customers to enroll in programs? Or are you a marketing pro wondering how DSM program architects build offerings that generate cost-effective savings? Or are you a call center manager longing to know how marketers promote emerging technologies? Or maybe you just need a new perspective on solving your utility's problems.

Today is your lucky day. Combined, our research and advisory services can take your utility to the next level. To see for yourself, simply [log in](#), click any link with an orange dotted underline, and follow the steps to unlock access.

Your experience should look something like this.

## Access content outside of your membership by following the prompt on the screen

The screenshot shows the E Source website with a navigation bar at the top containing links for Home, What we cover, How we deliver, Who we help, Who we are, and Blog. On the right side of the navigation bar, there are links for My account and Log out, along with a search bar. The main content area features an article titled "Increase EV adoption through programs tailored for multiunit properties" by Steven Day, dated November 19, 2020. The article text discusses a survey of 8,000 residential customers and offers suggestions for utility programs. A paywall message is overlaid on the article, stating that the content is not included in the user's subscription but that they can get short-term access to 6 pieces of content outside their subscriptions until the E Source Forum ends on October 1, 2021. The message asks if the user would like to access this content and provides "Yes" and "No" buttons. A link to contact customer service is also present.

## Change your mind? Just click “no thanks” and carry on with browsing

This screenshot shows the same article as the previous image, but with a confirmation dialog box overlaid. The dialog box asks, "Are you sure you'd like to have *Increase EV adoption through programs tailored for multiunit properties* as one of your free selections?" and provides two buttons: "Yes, take me there" and "No thanks, I'll keep browsing". The background content is dimmed, showing the same paywall message and article text as before.

We'd also love to show you what's new and what we're working on next. Check out these videos!

## What's new and what's next

### Customer energy solutions



# Marketing and communications



# Customer experience



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