

# Ask E Source

## You ask.

## We answer.

## You move forward.

You're solving problems every day.  
But sometimes you may not know the answer.  
That's when you should Ask E Source.

## What is Ask E Source?

Ask E Source is a question-and-answer program available at no additional cost to any utility that purchases a subscription to an E Source research and advisory service. It's your direct line to our knowledgeable, connected analysts who perform the hours of research on your behalf and provide thorough responses so you can move forward.

Here's how it works:

- 1 Visit [www.esource.com/questions](http://www.esource.com/questions)
- 2 Submit your question, plus a few details
- 3 Select a turnaround time
- 4 Tell us how to reach you
- 5 Relax—we'll do the research for you

# What types of questions does E Source answer?

Get answers to your questions about the topics within your research service membership. We're experts in 12 areas, which align with our research services. When you combine these services, you can get more-thorough answers to your questions.

Here are two utility challenges with the variety of questions we've answered for customers.



### Account Management

How can I help my key accounts with fleet electrification?

### Battery Next

How much will battery pricing influence the growth of electric transportation?

### Business Marketing

Can we see a successful business customer EV campaign?

### Customer Service Operations

How can I best train my contact center for questions about EVs and EV charging?

### Corporate Communications

What are some compelling messages for promoting the environmental benefits of EV infrastructure investments?

### Customer Experience Strategy

How can I design the ultimate EV ownership experience?

### Demand-Side Management

How can demand-side management programs warm up customers to the idea of driving an EV?

### Distributed Energy Resource Strategy

How do we integrate EVs as part of our portfolio of customer programs?

### Digital Self-Service

Can you provide me with examples of how utilities are presenting info about EV costs, savings, and incentives online?

### Mobility

How much budget are other utilities allocating for EV incentives in their transportation electrification plans?

### Residential Marketing

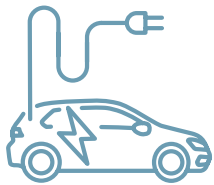
Who should we target for an effective EV campaign?

### Technology Assessment

Which EV charger makes the most sense for my customers?

## Challenge 2

# Increase EV adoption



There are times when your questions may be too complex to qualify as an Ask E Source inquiry. In those situations, we'll reach out to discuss alternative ways to meet your research needs and support your project.



# What do Ask E Source customers have to say about it?

“

**This is a great service and my favorite part of E Source. Every time I've used it, I've been very satisfied with the results and the time it has saved me.**

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“

**The Ask E Source experience was excellent. The researchers understood the challenge and were technically astute enough to research and wade through the findings to deliver results that were extremely relevant and very useful in our decision-making.**

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Visit [www.esource.com/questions-faq](http://www.esource.com/questions-faq) to see common topics we address by service. Log in to your E Source account to find more information on the services you're subscribed to.