

# 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.

## E Source Account Management Service

How do other utilities customize programs for their largest customers?

## E Source Battery Next

How can we prepare for growth in residential and commercial demand for battery storage technologies?

## E Source Business Marketing Service

Which channel should we use to market energy efficiency to our small and midsize business customers?

## E Source Contact Center Optimization Service

How do we promote energy efficiency programs to customers who call about high bills?

## E Source Corporate Communications Service

What's the best way to explain energy efficiency to the general public?

## E Source Customer Experience Strategy Service

What approach should we take for journey-mapping our energy efficiency programs?

## E Source Demand-Side Management Service

How much do other utilities spend on midstream incentives?

## E Source Distributed Energy Resource Strategy Service

How are distributed energy resources changing regulations around energy efficiency?

## E Source E-Channel Service

What are best practices for designing an energy efficiency landing page?

## E Source Mobility Service

What are leading utilities' evaluated impacts, costs, and benefits for using EV telematics as a load management resource?

## E Source Residential Marketing Service

What have been some of the most successful energy efficiency campaigns?

## E Source Technology Assessment Service

Which measures will be most effective for my upcoming program?

## Challenge 1

# Achieve your cost-effective savings goal



### **E Source Account Management Service**

How can I help my key accounts with fleet electrification?

### **E Source Battery Next**

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

### **E Source Business Marketing Service**

Can we see a successful business customer EV campaign?

### **E Source Contact Center Optimization Service**

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

### **E Source Corporate Communications Service**

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

### **E Source Customer Experience Strategy Service**

How can I design the ultimate EV ownership experience?

### **E Source Demand-Side Management Service**

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

### **E Source Distributed Energy Resource Strategy Service**

What makes for a customer-friendly EV rate?

### **E Source E-Channel Service**

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

### **E Source Mobility Service**

How can we help fleets in our territory build an electrification roadmap?

### **E Source Residential Marketing Service**

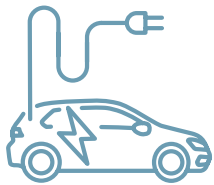
Who should we target for an effective EV campaign?

### **E Source Technology Assessment Service**

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.**

”

“

**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.**

”

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.