

Unmanaged Utility Account Business Segmentation™

Segmenting Unmanaged Utility Accounts to Maximize Business Customer Engagement

The Unmanaged Utility Account Business Segmentation™ report provides subscribers with a detailed understanding of how unmanaged business accounts, typically small to mid-sized businesses, engage with their utility. The report includes a new segmentation approach allowing utilities to move beyond NAICS codes to more effectively increase the understanding of the unique needs and engagement opportunities of each segment. The segmentation framework premiered in the report helps subscribers better understand the composition of their unmanaged accounts and provides targeted recommendations on how to increase their satisfaction, brand trust and overall engagement with the utility.



BUSINESSES COVERED

- All industries
- Revenues of \$500K–\$500M
- Monthly bill amounts of \$150–\$1,000+

BUSINESS SEGMENTATION

- Brand trust
- Billing service engagement
- Consumption management offering engagement
- Average monthly bill
- Service interactions
- Industry

PUBLICATION SCHEDULE

- Report Publication: Oct 2016
- Typing tool available in Q1 2017 for additional investment

RESEARCH INVESTMENT: \$10,000

Deliverables:

- Detailed report including a summary of findings and strategic implications

AREAS OF INQUIRY

Current utility engagement by segment

- Message recall
- Value-add product/service usage and interest
- Engaged Customer Relationship (ECR), which includes Brand Trust, Product Experience and Operational Satisfaction

Profile of unmanaged utility account business segments

- Industry
- Ownership structure
- Geographic location
- Who manages utility relationship

Recommendations to further engage each segment

- Key value-added product/service opportunities
- Channel preferences
- Utility activities that can improve ECR performance

Usage and interest data on value-added products/services

- Billing services
- Payment methods and channels
- Service support offerings
- Consumption management offerings
- Rate plans

VALUE

The report enables subscribers to:

- Deepen understanding of the needs of unmanaged commercial accounts, which are primarily small and mid-sized businesses
- Identify opportunities to better engage these customers with value-added products and services
- Increase engagement, brand trust and satisfaction among these customers

METHODOLOGY

Data collected via a web-based survey of a sample of over 9,500 business customers of the 59 largest electric and combination utilities.



Our research is executed using ISO standards.

UTILITY BUSINESS SEGMENTS EXPLORED

- Urban Core
- Homegrown Successes
- Management Controls
- Outsiders
- People Powered



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