

RESIDENTIAL STUDY

Utility Trusted Brand & Customer Engagement™

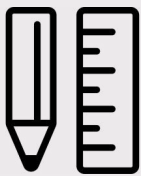
Enhancing Utility-Customer Relationships by Driving Brand Trust, Product Engagement and Service Excellence

Delivered quarterly

Accurate Customer Experience Research and Benchmarking from the Leading Utility Market Research Company

Engage your customers, benchmark your business and build a franchise that customers want to do business with using the Utility Trusted Brand & Customer Engagement study. The gas and electric utility industry is rapidly changing, and without the right information, tools and guidance, today's utility risks becoming obsolete.

The study provides a comprehensive view into utilities' relationships with their residential customers through a Customer Experience "Balanced Scorecard" approach. This includes a thorough examination of service satisfaction, product experience and brand trust. Together, these areas comprise our proprietary Engaged Customer Relationship (ECR) metric—which has been proven to deliver true franchise value and prepares your company to become a utility of the future. No other syndicated study comes close to the quality of our research. *Utility Trusted Brand & Customer Engagement—the study you can trust.*



Benchmark Performance

Track performance against 130 gas, electric and combination utilities, and identify opportunities and trends to increase customer management measures.



Increase Franchise Value

Capitalize on the opportunities that will strengthen your internal operations and external brand value.



Improve Customer Engagement

Track, manage and increase brand trust, product engagement and service excellence to improve your bottom line.

» **Build your business. Build your brand. Contact us at:**
cogent-reports@marketstrategies.com or 404.601.9570

Visit us: cogent-reports.com
 Read our blog: freshmr.com



Areas of Inquiry

From the highest quality study available on the market

Trusted Brand Measurement Factors

- Local outreach efforts and reputation
- Customer advocacy
- Environmental focus
- Communication effectiveness
- Brand traits and positioning

Product Experience Measurement Factors

- Awareness and use of voluntary programs
- Influence on use of enhanced offerings
- Demand for billing, retail, service and consumption management offerings
- Impact of voluntary products on energy costs, the environment and other utility consumer needs

Service Satisfaction Measurement Factors

- Safety and reliability
- Billing and payment processes
- Customer and field service performance

Customer Impressions of Utility

- Comparisons with other local service providers
- Brand equity/value measurements
- Customer advocacy scoring
- Service and outage diagnostics
- Net Promoter Scores®
- Customer segmentation and appeal

SAMPLE SIZE AND METHODOLOGY

- 50,000+ residential electric and natural gas customers
- 130 electric, natural gas and combination utilities
- Web-based survey
- Sample design: US census data and strict quotas used to ensure a trustworthy and representative sample of each evaluated utility's customers based on age, income and race

PUBLICATION SCHEDULE

Study collects responses every quarter for the full year and provides seasonal perspectives. Subscribers receive robust annual sample sizes to enable drill-down analysis.

- Data refresh: Mar., Jun., Sep., and Dec.
- Report publication: Jun., and Dec. ^

SUBSCRIPTION DELIVERABLES

- Detailed report with analysis of data
- Online portal tool with every score and question for each utility using mTab
- Simulator to model and forecast impacts of changes in management areas
- Webcast of overall industry results
- On-site strategy sessions to provide actionable results and facilitate strategic planning
- Participation in industry best practice webinars



Our research is executed using ISO standards.

^ An official press release will be distributed with the ability to promote performance

Rankings & Recognition



Most Trusted Brand

Annual announcement in June. Awarded to utilities that score above 700 or are in the top quartile of their region. Subscribers receive a beautiful personalized trophy for display.



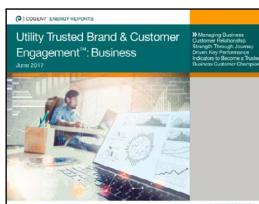
Customer Champion

Annual announcement in December. Awarded to utilities that score in the top quartile for our proprietary Engaged Customer Relationship (ECR) metric. Subscribers receive a beautiful personalized trophy for display.

You may also be interested in these offerings. Ask us about bundle pricing.

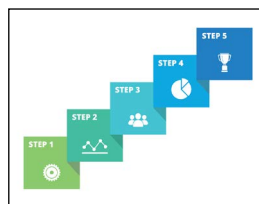
Utility Trusted Brand & Customer Engagement™: Business

Enhancing utility-business relationships by driving brand trust, product engagement and operational excellence.



Advisory Services

Utilizing our industry expertise and five-step approach to develop customized road maps and action plans to position your utility as an industry leader.



Custom Solutions

Have a specific problem to solve? Ask about our custom research. We can help your utility achieve better results by applying exceptional research insight through the lens of deep industry knowledge.



➤ **For more information, contact us at:**
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