



## 2017 Utility Products and Services Study

### The Challenge

Creating awareness and motivating customers to engage with their utilities in energy programs, products, and services can represent an ambitious undertaking as it is often difficult to develop and implement strategies that encourage customers to recognize the need for these additional offerings. It is imperative that utilities understand their customers' experiences and preferences, as well as their levels of awareness, familiarity, and usage of the utility's offerings, in order to develop an effective approach designed to drive behavioral changes and increase overall customer satisfaction.

### The Solution

The *J.D. Power 2017 Utility Products and Services Study*<sup>SM</sup> measures the level of residential customers' engagement with their electric utility's programs, products, and services based on responses from approximately 50,000 customers of over 130 of the largest electric utilities throughout the United States. The study provides insights regarding customer awareness, familiarity, and usage of their utility's product and service offerings; ease of enrollment and participation; and the impact these programs have on the overall customer experience. While electric residential customers are the primary focus, a view of electric business customers, as well as gas residential and business customers, is also available for benchmarking purposes.

Study deliverables include:

- A management discussion that provides insights into key industry trends and study findings
- A custom report with a detailed analysis of your customers' awareness and participation in various products and services, as well as customer preferences with respect to communication channels and energy usage behaviors
- An executive presentation that includes a summary of how your utility performs in the study, customized recommendations and best practices that can be used to establish strategic goals in maximizing both customer engagement and customer satisfaction with your offerings

### The Benefits

Study subscribers will be able to use the findings to better understand the level of customers' awareness, familiarity, and usage of their offerings in order to develop strategies for motivating customers to engage with their programs, products, and services, which, ultimately, can drive behavioral changes and increase overall satisfaction with their utility.

## beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

### Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

### Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

### Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

### Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
  - Measurement & Management
  - Customer Experience Strategic Assessment
  - Contact Center Solutions
  - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Insurance Consulting
- Airline/Airport Consulting
- Proprietary

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Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at: