







With the **E Source Customer Experience Strategy Service**, you can assess your utility's customer experience (CX) maturity, prioritize improvement efforts, operationalize CX changes, and measure employee and customer satisfaction. Compare your CX efforts to those of other utilities and gather insights from our utility CX survey.

“
Our organization was taking its first steps in CX program development, so E Source was a perfect partner. [They] have worked in the industry and could relate to our challenges, which led to targeted support and strategic direction. The best part was that their advice aligned with our specific objectives ... regardless of whether that resulted in future revenue streams for them.
”

How we help

- **Tips for implementing and managing an effective CX strategy.** We'll help you design your enterprise CX management strategy to yield notable improvements across key customer-focused metrics and save on operations and maintenance costs.
- **Utility benchmarking and best practices.** The E Source Customer Experience Survey highlights how other utilities are approaching CX strategy, governance, budget, and structure to ensure you make the most of CX opportunities.
- **Expert advice and guidance.** The E Source CX Maturity Assessment will help you gauge where you are in your CX journey when it comes to customer support and CX activities, and explain which CX initiatives you should prioritize next.
- **Peer networking.** We facilitate connections among peers who are experiencing similar CX challenges across the US and Canada. We host utility-only virtual events and in-person leadership meetings, and give you access to a network that will allow you to build important relationships.

Questions we answer

-  How do we build a successful business case for implementing self-service channels to enhance our customer experience?
-  How do we build an organizational structure that drives CX throughout our utility?
-  What are best practices for creating a customer-centric culture and engaging employees in CX?
-  How do we develop a CX intent statement and rally our organization behind it?
-  What metrics should we use to connect employee experience to customer experience?
-  How are other utilities improving their customer journeys?

Membership benefits

With the **Customer Experience Strategy Service** you get enterprise-wide access to:

CX maturity assessment

Track your CX journey over time and find out what to prioritize next for the greatest growth. Based on your results, we can make personalized recommendations to further improve your maturity.

Benchmark studies and other proprietary market research

Participate in the Customer Experience Survey and compare your utility's CX efforts to those of other utilities as well as to leading business practices.

Customer Experience Leadership Council

We'll invite two executive-level representatives from your utility to attend our semiannual meetings that take place every spring and fall.

Forum

Attend the E Source Forum in Denver and bring your whole team—registration is included with your membership.

Ask E Source

Members can submit CX strategy-related questions to www.esource.com/questions to get personalized help with individual challenges.

Tools and databases

Our CX resource center provides case studies and resources that fit your job-specific needs, including business cases and ROI, CX fundamentals, employee engagement in CX, governance, CX design, omnichannel approaches, and metrics.

Research themes

Our **reports and presentations** will keep you up to date on hot topics such as:



Designing your optimal customer experience for best customer satisfaction



Getting CX buy-in from every level of your organization



Choosing metrics that align with the customer outcomes you're working toward



Benchmarking your CX maturity against that of other utilities and prioritizing first actions