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CLEARResult[®]
Energy Forum

#EnergyForum18

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Playing the Long Game: Building Lasting Relationships with Customers

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What's the C&I customer landscape?

- What are the benefits to engaging customers?
- What do customers really want from their utilities?
- How are utilities successfully engaging with customers?

Small Group Discussion

At your tables, discuss:

- What does success look like?
- How will you know a customer is “engaged”?

Report out on your group’s picture of success.





Small Group Discussion

At your tables, discuss:

- What are the barriers to engaging customers?
- What questions do you have for the panelist that may help you overcome these barriers?

Each table to add one question for the panelists.

Meet Our Customer Panelists



Todd Carlson,
Dale-Tile



Danny Grady,
City of Portland

Programs that Align with Goals



Hit your energy savings target

Recommended programs:
SEM
Traditional RCx



Be a good member of the community

Recommended programs:
SEM



Increase business and sales

Recommended programs:
SEM



Develop deep customer relationships

Recommended programs:
SEM
DR

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Thank You!

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