

# Transforming the Customer Relationship



## Best Practices Awards



# Background

**GOAL:** To recognize leadership from energy providers in the shift toward a more consumer-focused energy ecosystem.

**FOCUS:** Real-life examples of customer engagement and education success. Provide a blueprint for other energy providers to follow.

**SELECTED:** Winners of each category selected by an advisory panel of 13 industry experts.



# Smart Energy Innovation



An organization that has developed an innovative product, tool or technology to increase consumer energy engagement of broad industry and/or societal benefit.



A leader in Smart Energy Innovation for developing and testing a DER-focused microgrid and helping realize an energy grid of the future.

**HONORABLE MENTION:**

**National Grid**



**Transforming  
the Customer  
Relationship**

# Culture Transformation



An organization that takes three or more specific actions to reorient its company culture toward a more customer-focused operation.



A leader in Culture Transformation for nurturing a transition from a traditional corporate culture to a customer-centric culture..

**HONORABLE MENTION:**

**CPS Energy**

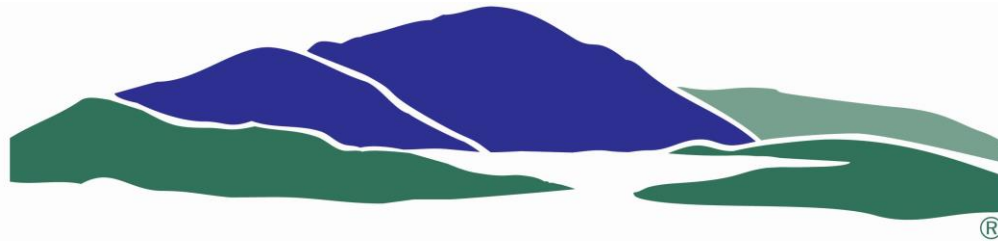


**Transforming  
the Customer  
Relationship**

# Consumer Engagement



An organization that achieved adoption of or engagement with a smart energy technology, program or behavior by an exceptional number of consumers.



## Colorado Springs Utilities

*It's how we're all connected*

A leader in Consumer Engagement by helping customers improve their community through the Change the Current program.

### HONORABLE MENTIONS:

---

**San Diego Gas & Electric**  
**Central Hudson Gas & Electric**



**Transforming  
the Customer  
Relationship**

# Underserved Markets



An organization that has achieved adoption of or engagement with a smart energy technology, program or behavior within or to the benefit of an underserved segment of consumers.



**Direct Energy**®

A leader in Underserved Markets by enabling customers to assist low-income consumers through the digital Neighbor-to-Neighbor program.

**HONORABLE MENTION:**

---

**Fort Collins Utilities**



**Transforming  
the Customer  
Relationship**

# Consumer Education



An organization that sponsored or authored a communication and/or education campaign aimed at consumers on a subject related to smart energy engagement.



A leader in Consumer Education by better integrating consumers into the energy efficiency conversation.

**HONORABLE MENTION:**

**Oklahoma Gas & Electric**



**Transforming  
the Customer  
Relationship**

# Best Practices Winners



Colorado Springs Utilities  
*It's how we're all connected*



An Exelon Company



Transforming  
the Customer  
Relationship