



# Customer Intelligence

UTILITY RENEWABLE PROGRAM SOLUTIONS

*Build a foundation for successful programs driven by customer insights.*

Successful voluntary renewable energy programs start with a clear understanding of your customers. 3Degrees will assess your customers' preferences in key areas, allowing you to make data-driven decisions on specific program features, pricing, and more. These customer insights help identify the best path forward for your renewable energy offerings and lay the foundation for programs that deliver on C-Suite goals and customer needs.

## 3Degrees Services



### CUSTOMER SEGMENTATION & ANALYSIS

Analyze your residential customers against 3Degrees' proprietary green power participant profile, based on nationwide data. Group your commercial customers by their interest in renewable energy.



### CUSTOMER SURVEYS

Gather key insights from your residential and commercial customers using tested survey methods. 3Degrees' survey experts work with your team to design and deploy surveys to get statistically significant data. Then, we analyze the data to draw key insights that can inform future product and program optimization.

## KEY BENEFITS

- ✓ **CLEAR PATH TO SUCCESS** using data insights to inform a program that's designed for approval, launch, and growth.
- ✓ **REDUCE RISK** by analyzing customer data first, protecting against regulatory and stakeholder challenges down the road.

## WE DELIVER

- ✓ Program benchmarks and market potential for target customer segments to support cost effective marketing strategies.
- ✓ Clearly ranked features that your customers want in a renewable program — and the range of prices they'd pay — to enable data-driven decisions and future product design.

*3Degrees helps utilities build, launch, and grow successful voluntary renewable energy programs.*

- + Serving utilities since 2002
- + Trusted partner for 6 of the Top 10 NREL Utility Green Power Programs and the nation's best-selling utility carbon offset program
- + Solutions for every customer segment and program type
- + Best-in-class marketing and outreach capabilities, including digital marketing, direct mail, courtesy call, and more



+1 415 - 231 - 2850 | [3degrees.com](http://3degrees.com) | [utilities@3degrees.com](mailto:utilities@3degrees.com)

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