



# Customer Intelligence



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

Successful voluntary 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 green pricing program offerings and lay the foundation for programs that deliver on C-Suite goals and customer needs.

### *3Degrees Services*



#### **MARKET ASSESSMENT**

Further understand your residential customers by leveraging 3Degrees' proprietary green power participant profile, based on nationwide data across dozens of successful programs. We'll help you understand the market potential for a voluntary green pricing program with actionable insights during the filing and approval process.



#### **CUSTOMER SEGMENTATION**

Leverage insights from the analysis to segment your customers according to channel and messaging preferences. We'll provide recommendations for customized marketing that resonates with segmented groups and builds trust with your customers.

#### **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.
- ✓ Insights on features that customers value in a voluntary program, which will help inform future product design.

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

- + Serving utilities since 2002
- + Trusted partner for many of the nation's top voluntary programs for electric and gas utilities
- + Solutions for every customer segment and program type
- + Best-in-class marketing and outreach capabilities, including digital marketing, direct mail, courtesy call, and more

Learn more at [3degrees.com](https://3degrees.com)

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