E Source Hosts Executive Roundtable for Customer Innovation on April 16 in Boston

By Sannie Sieper
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What are utilities doing to plan for the wants and needs of their future customers? To help answer this question, E Source is holding its annual Executive Roundtable for Customer Innovation in Boston on April 16, 2019. This meeting for the executive leadership of utilities' customer-facing departments provides participants with the opportunity to hold frank, closed-door discussions with their peers.

Bill LeBlanc, Chief Instigation Agent at E Source, says, "Every year our attendees learn so much from each other—from how they're approaching new projects and the vendors they're partnering with to the techniques they're using to get new products to market. Everyone walks away with new relationships as well as ways to adjust their own customer strategies."

The focus of this event is on how to create innovative, customer-centric solutions in emerging areas such as connected homes, electric vehicles, electrification, and voice-controlled devices, as well as in established areas such as low-income programs, energy efficiency, and distributed energy resources. Throughout the day, participants will be immersed in design thinking. They'll discuss new solutions utilities should be offering to customers, absorb insights from E Source's proprietary ethnographic customer research, and share information on what's working—and what's not working—at their organizations.

The cost to attend the roundtable is $1,950 and includes registration to E Source's utility design and innovation conference on April 17–18, E Design 2020: Powering What's Next for the New Energy Consumer. At the E Design 2020 conference, attendees will hear from outside industry companies like Google, CableLabs, and Aetna about their innovation and design practices.

For more information and to register for these and other E Source events, visit www.esource.com/events.

About E Source

For 30 years, E Source has been providing market research, data, and consulting services to more than

300 utilities and their partners. This guidance helps our customers advance their efficiency programs, enhance customer relationships, and use energy more efficiently.

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