Next-generation program development: Future-proofing the business

Data science case study
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Facing the threat of new competition, a large mid-Atlantic electric utility wanted to future-proof its business by becoming the go-to provider of all things electric. To do that, it needed to understand individual residential and business customers and be able to serve their specific needs. Read on to discover how E Source OneInform teamed up with the utility to help it better understand the behaviors and load profiles of every one of its customers—all 1.6 million of them!

Do you need help improving customer engagement with your programs? Learn how our data science expertise can help you meet your goals.

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