Developing comprehensive utility programs for low- and moderate-income customers

An E Source case study
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Through a collaboration with the Edison Electric Institute (EEI), E Source brought together three utilities with a shared goal: to better understand their low- and moderate-income (LMI) customers' energy challenges and design solutions to help them manage their utility bills. E Source developed a three-phase initiative combining data science, ethnography, and design thinking to achieve this goal.

Contact us today if you're interested in applying the E Source Audience of One solution to better understand and serve your LMI customers.

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