



# Creating customer-centric DSM programs

Delivering DSM programs that benefit the customer

By Erin Penksa

April 5, 2023

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## [Creating customer-centric DSM programs](#)

Demand-side management (DSM) programs are one of the best things utility customers get from their utility. In this episode, host [Bryan Jungers](#) welcomes [Tom Lienhard](#), E Source executive consultant, and [Barend Dronkers](#), product strategist for Customer Energy Solutions at E Source, for an in-depth discussion about DSM programs: what they are, how they're working, and how utilities should keep them moving forward to benefit customers.

### **Customers always come first: Why it's important for utilities to fund and deliver DSM programs**

The top impact of DSM is the social and economic benefit to the customer. Learn more by reading our interview with Tom and Barend.

[Read the blog](#)

- Introductions with Tom and Barend (0:39)
- Digging in: DSM programs (1:17)
- The significance of delivering programs (2:32)
- The customer impacts of DSM (4:45)
- On equity and program deliverability (7:01)
- Setting the stage: The future of DSM portfolios (11:40)
- On pay-for-performance (15:56)
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