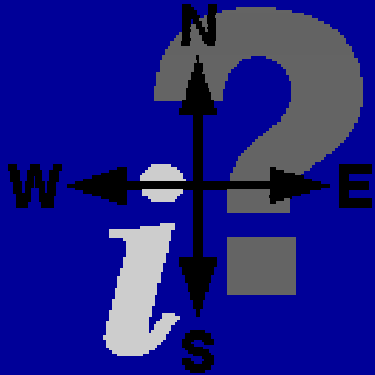


Identifying and Shaping Customer Perceptions to Build *YOUR* Brand



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Let's Start With The Basics

Customer Perceptions

ARE

Your Brand

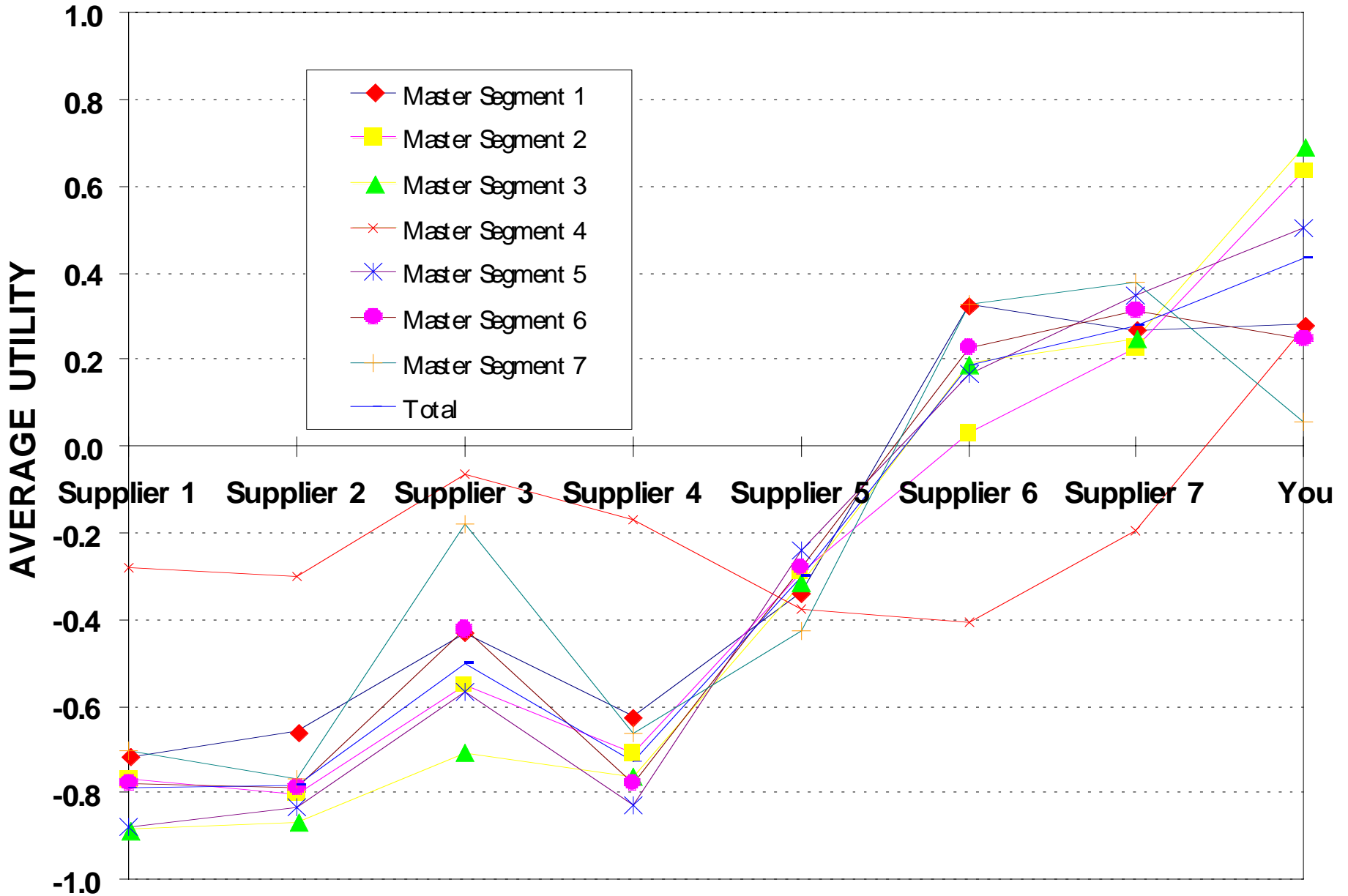


Customer Perceptions ARE Your Brand

In order to shape your brand, you must first identify two things:

- What customers think of your brand right now
- What are the critical drivers of their perception of your brand

Brand Preference By Master Segment



Customer Perceptions ARE Your Brand

What drives customer
perception of your brand?

- Image
- Performance

Customer Perceptions ARE Your Brand

- What do customers think of your brand?
 - DO customers think of your brand at all?

And Remember...

You Do Not Operate In A Vacuum

- What do customers think of competing/neighborhood brands?

To Recap:

CUSTOMER PERCEPTIONS
ARE YOUR BRAND

Image and performance drive
perception of your brand

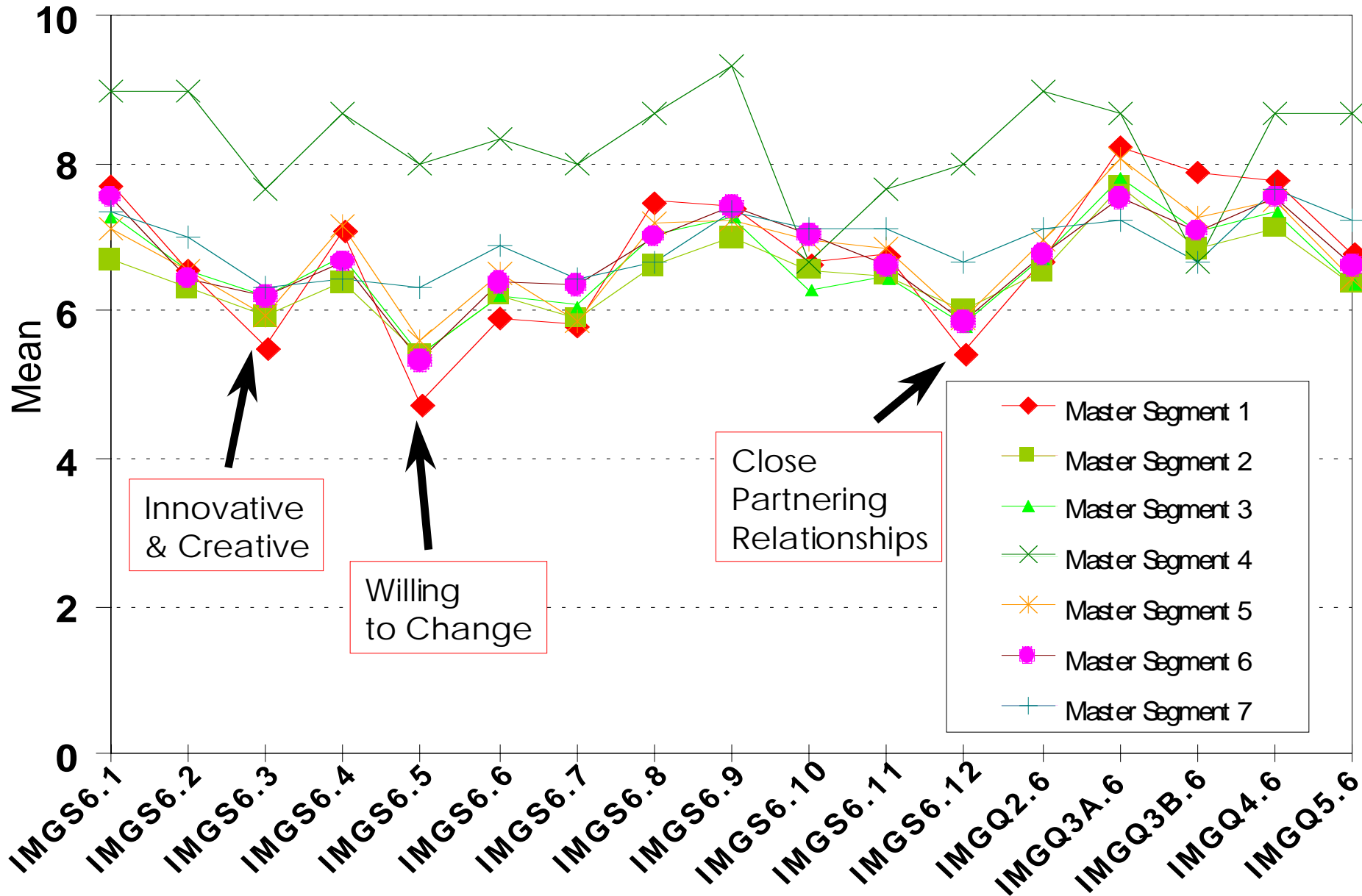
Therefore....

You must first identify, then understand
and finally shape the drivers of image
and performance.

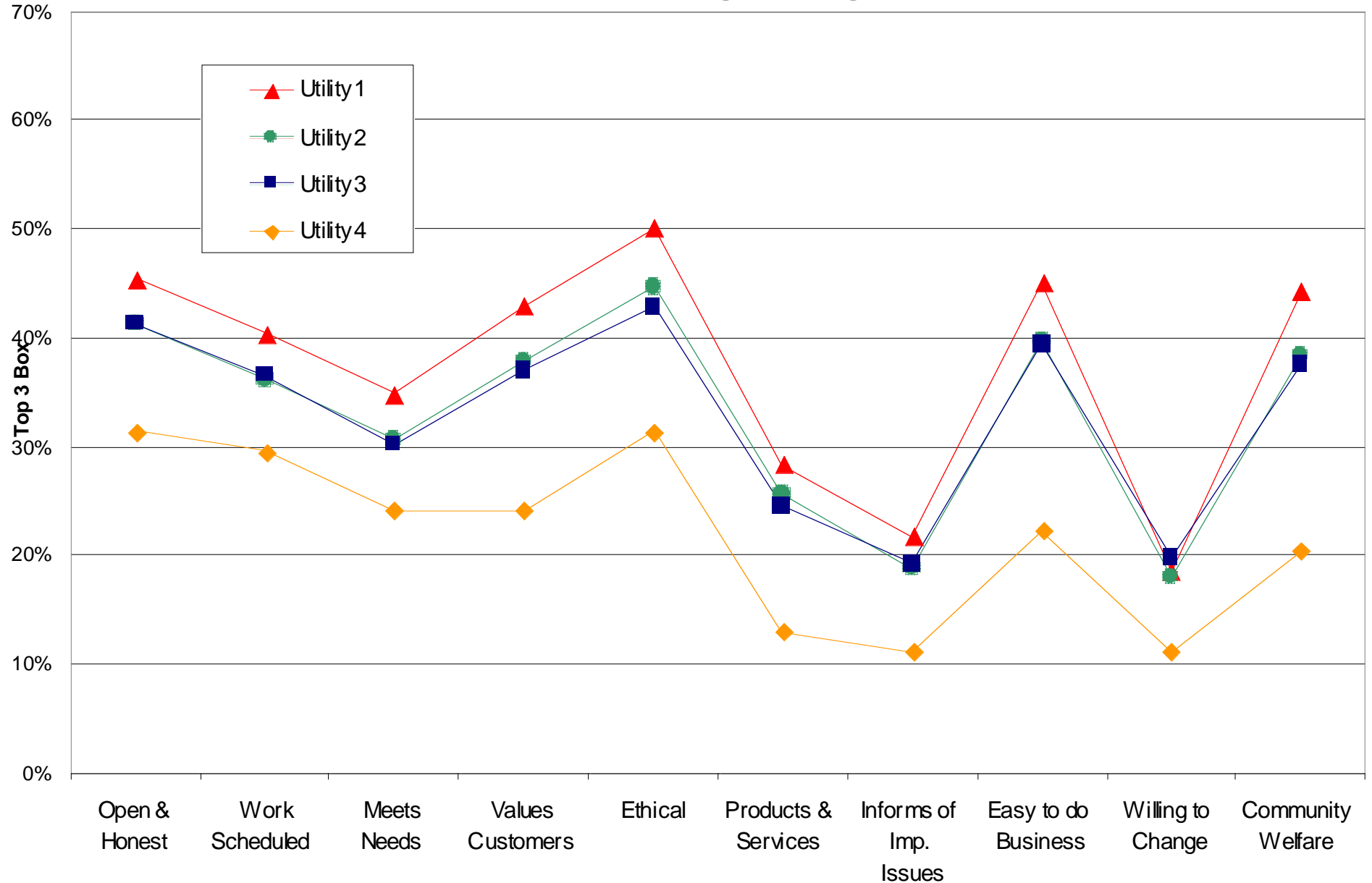
Identifying and Understanding Image Drivers

- Where are you now?
 - What are the drivers of your image?
 - How are you performing on these image drivers?
 - How strong are your competitors' images?
 - Which drivers are most important for your brand strategy?

Image Attribute Ratings by Master Segment



Utility Customers: Competitive Image Ratings



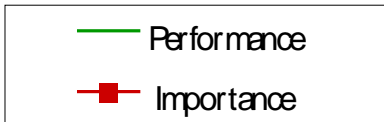
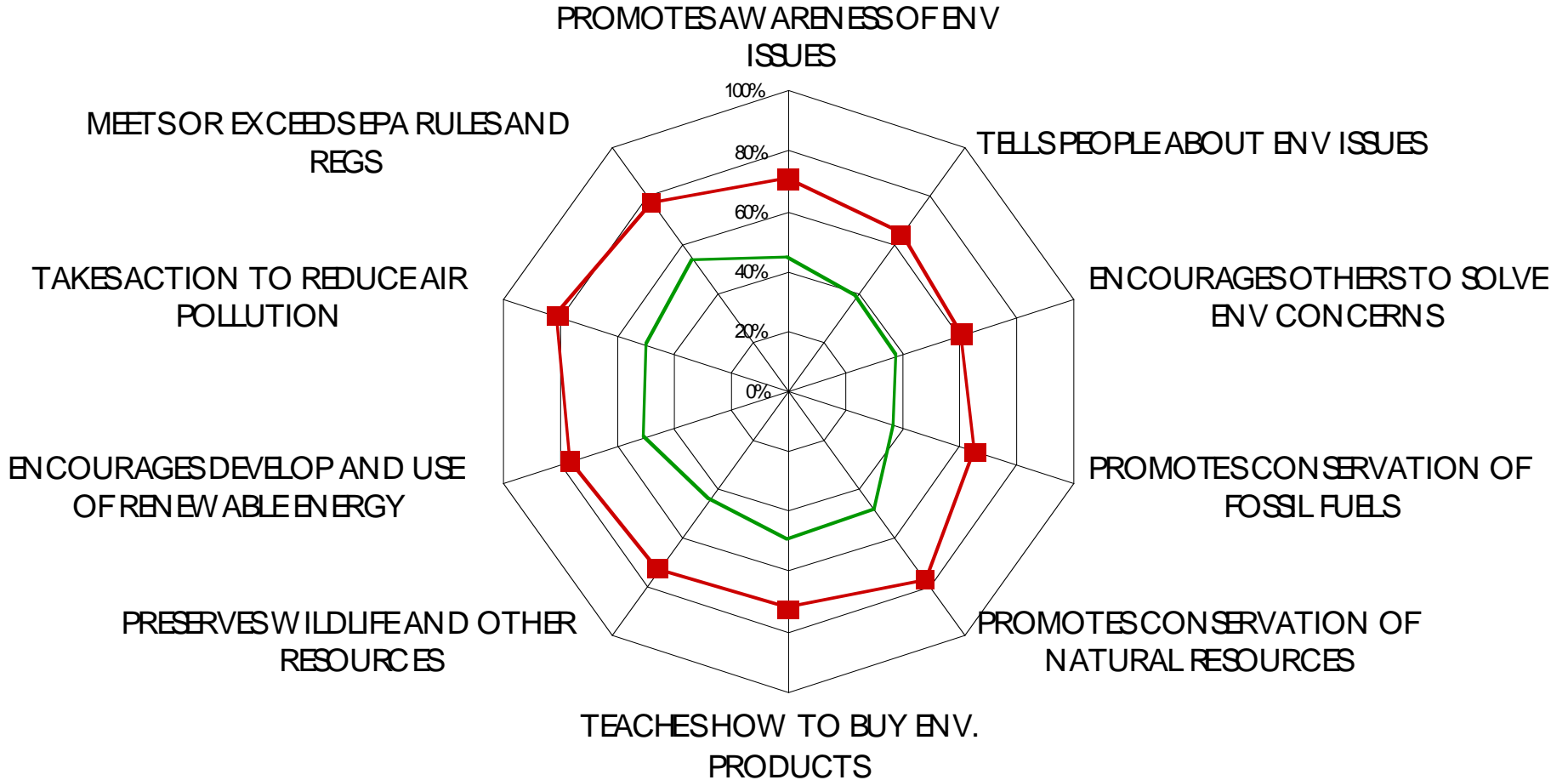
Identifying and Understanding Image Drivers

Every Image Driver Has Components

- For example, an environmental image driver might include ratings on these components:
 - Takes action to reduce air pollution
 - Encourages development/use of renewable energy
 - Meets or exceeds EPA rules and regulations
- How are you performing on these components?
- And, how important are these components?

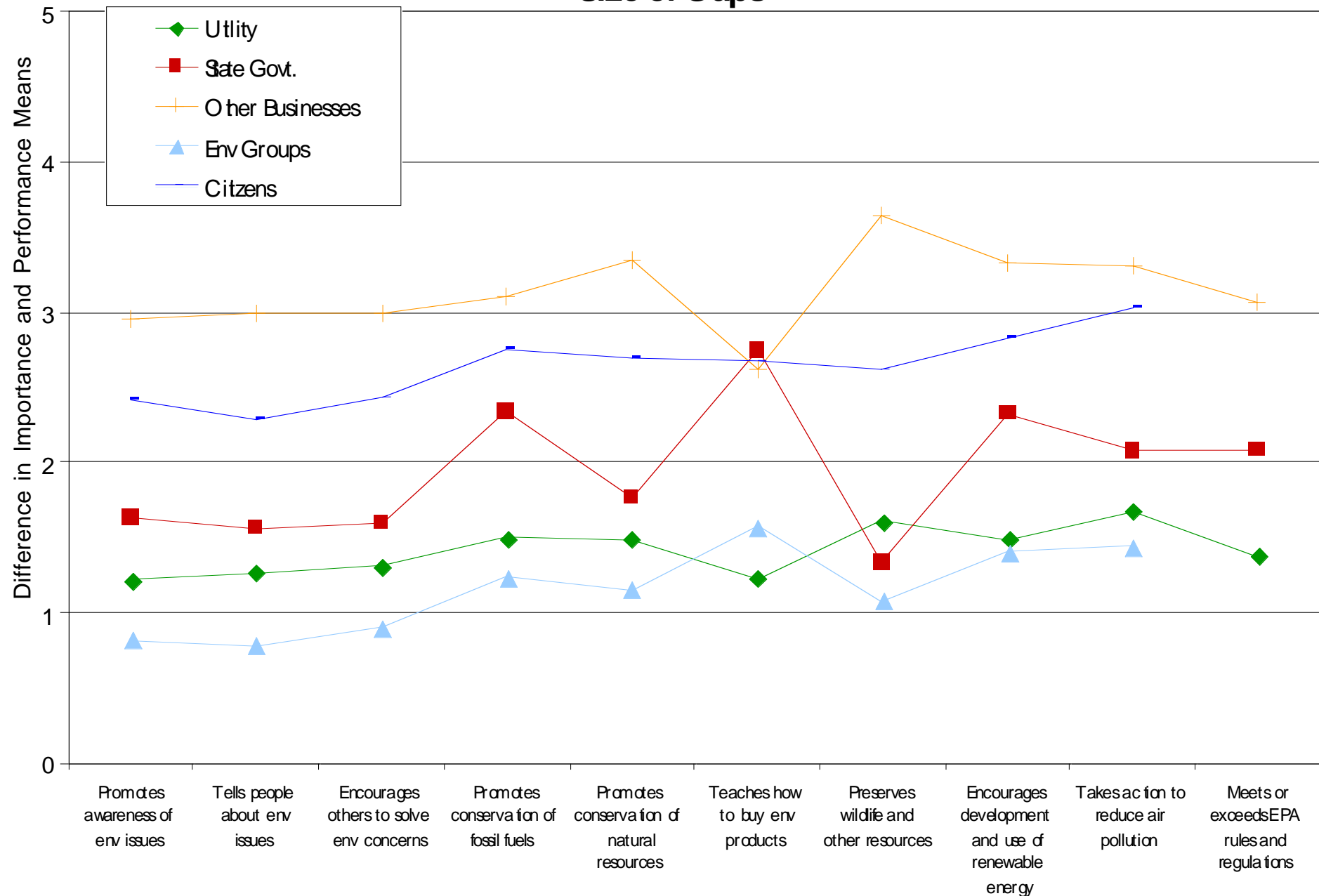
Environmental Activities

Top 3 Box



Environmental Activities - Importance vs. Performance

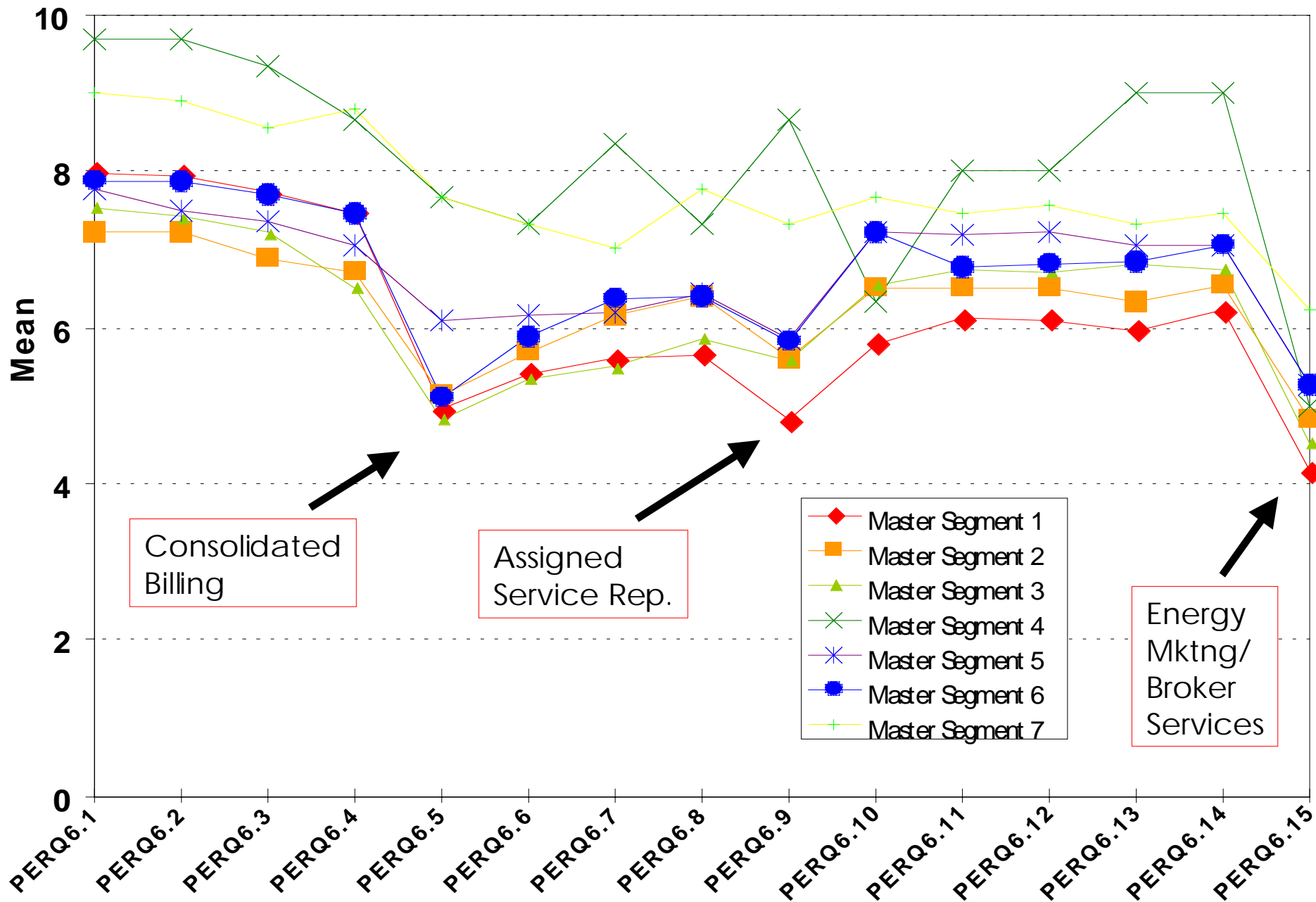
Size of Gaps



Identifying and Understanding Performance Drivers

What are customer perceptions
of your performance?

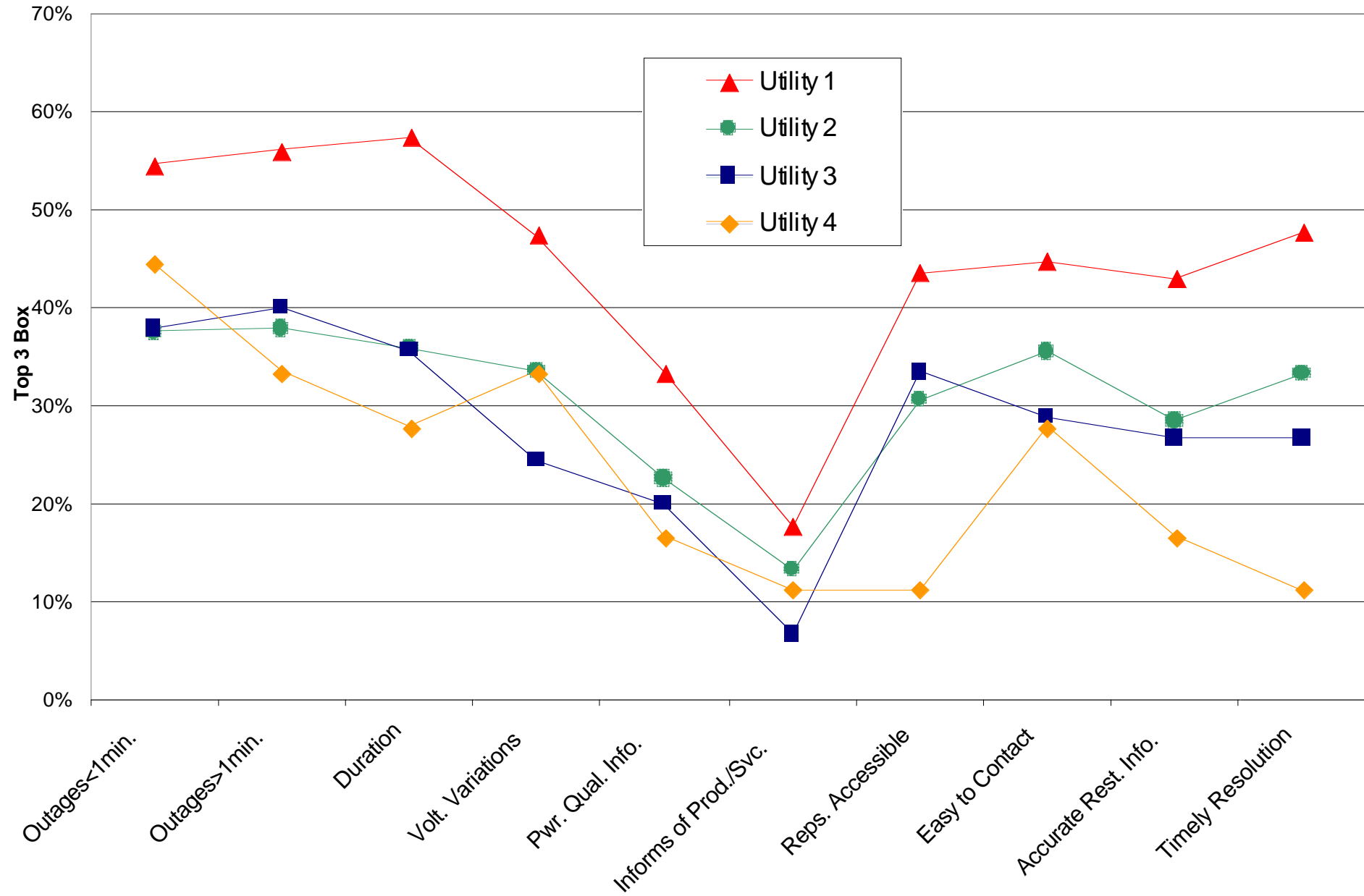
Performance Attribute Ratings



Identifying and Understanding Performance Drivers

What are customer perceptions
of your competitors'
performance?

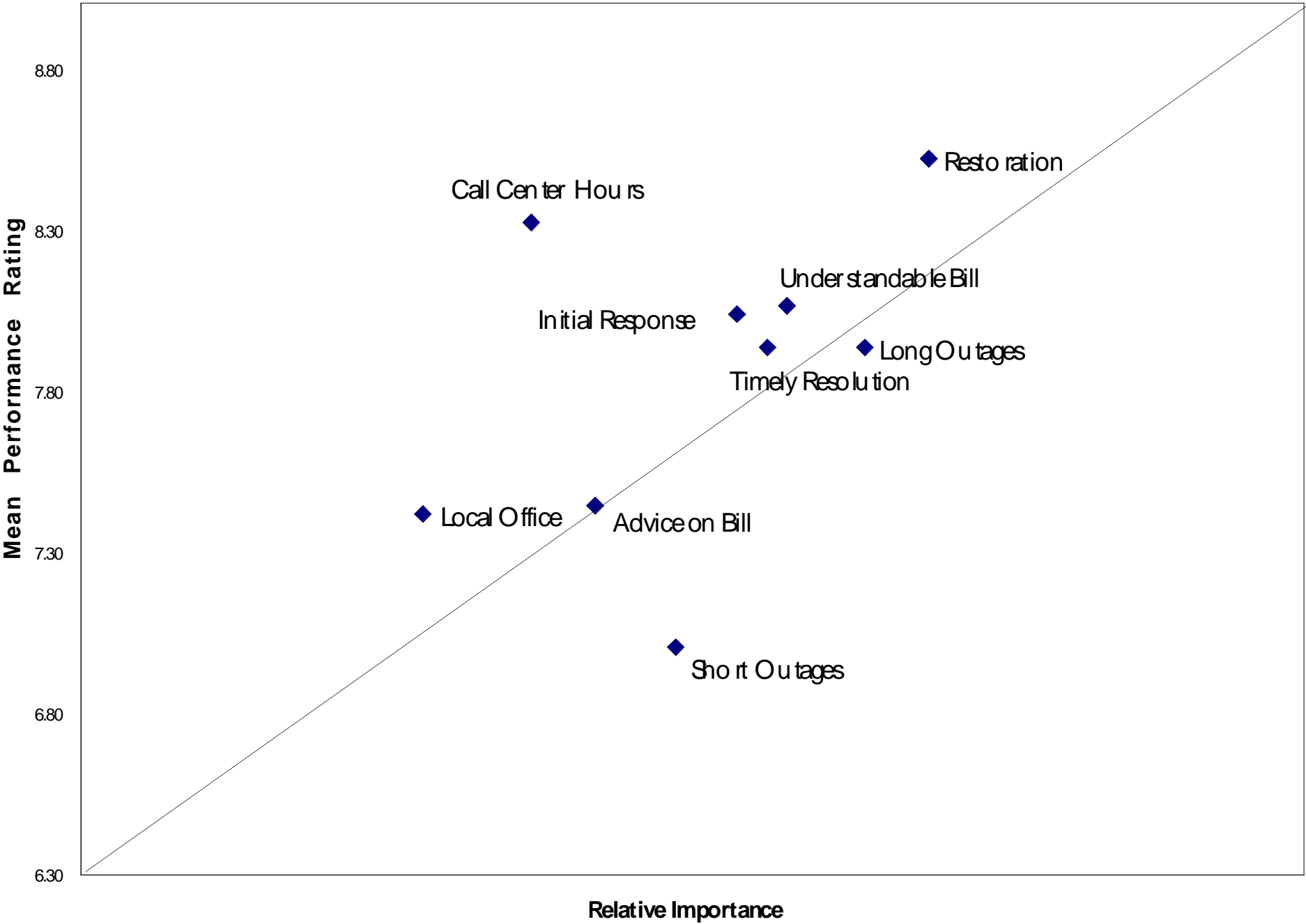
Utility Customers: Competitive Performance Ratings



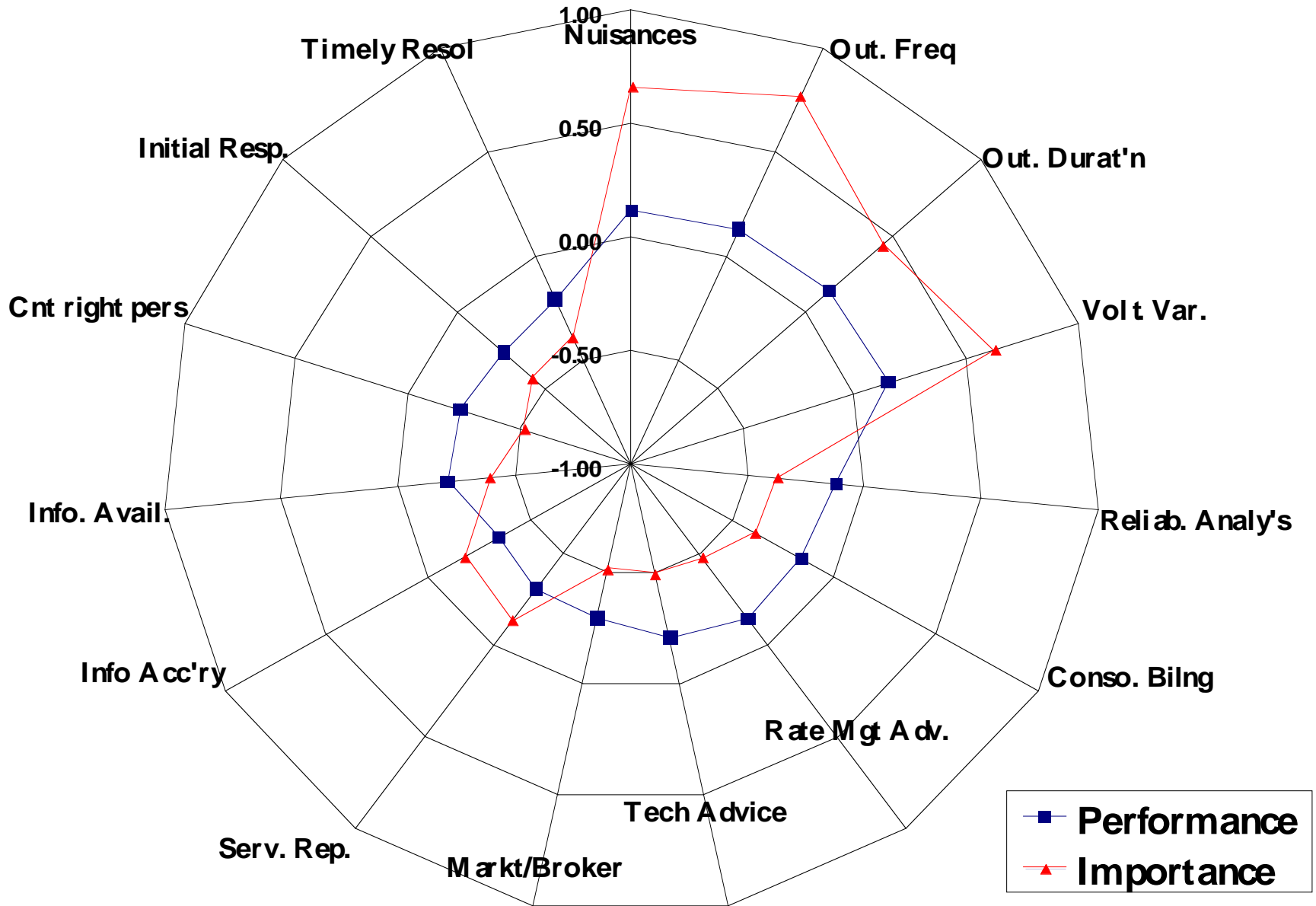
Identifying and Understanding Performance Drivers

Which performance drivers are
most important?

Importance - Performance, Total



Importance - Performance, Master Segment 4



Shaping Customer Perceptions

You have identified, and understand the drivers of customer perception.... Now what?

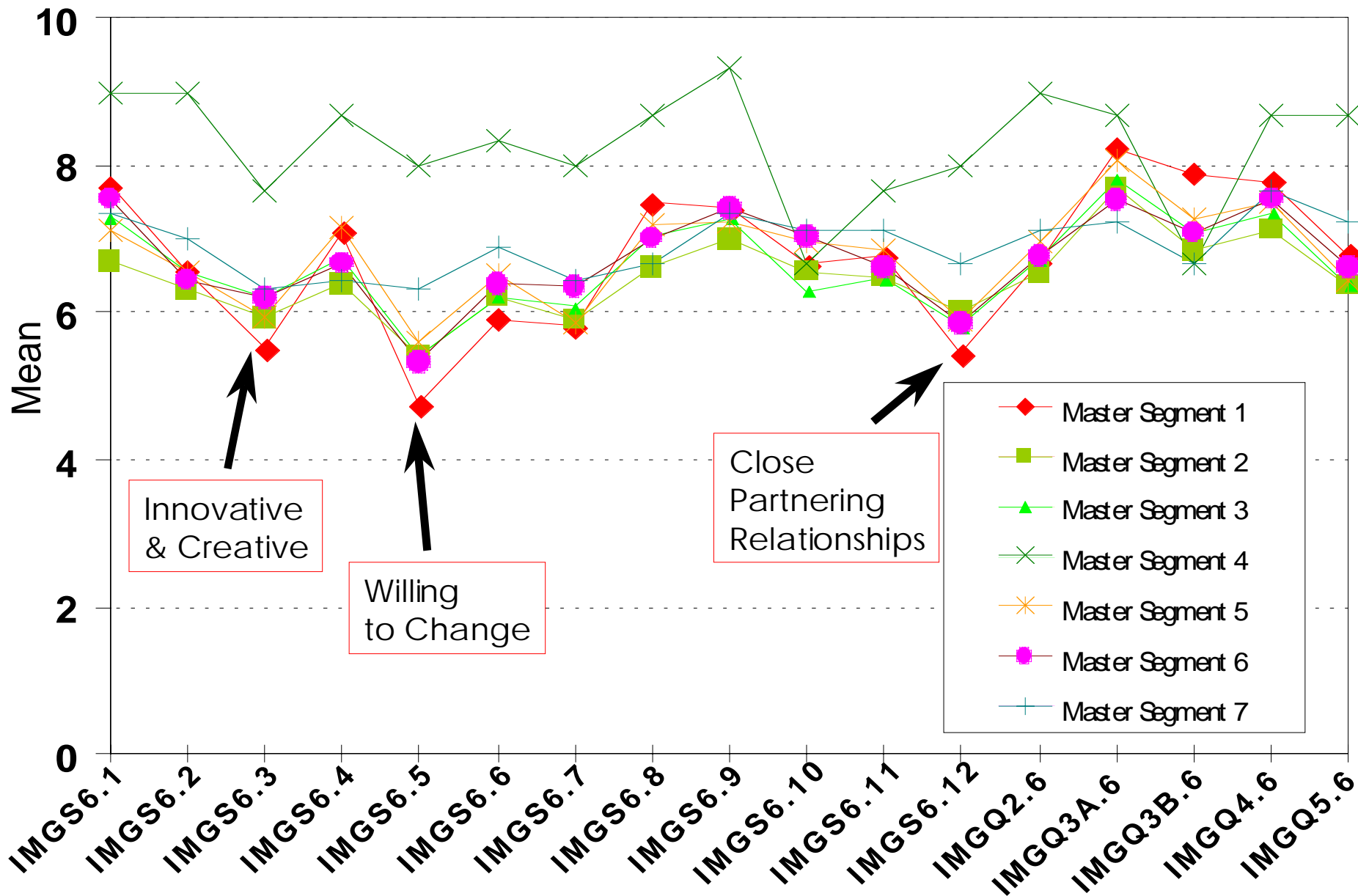
How do you change customers' perceptions of your key drivers?

Shaping Customer Image Perceptions

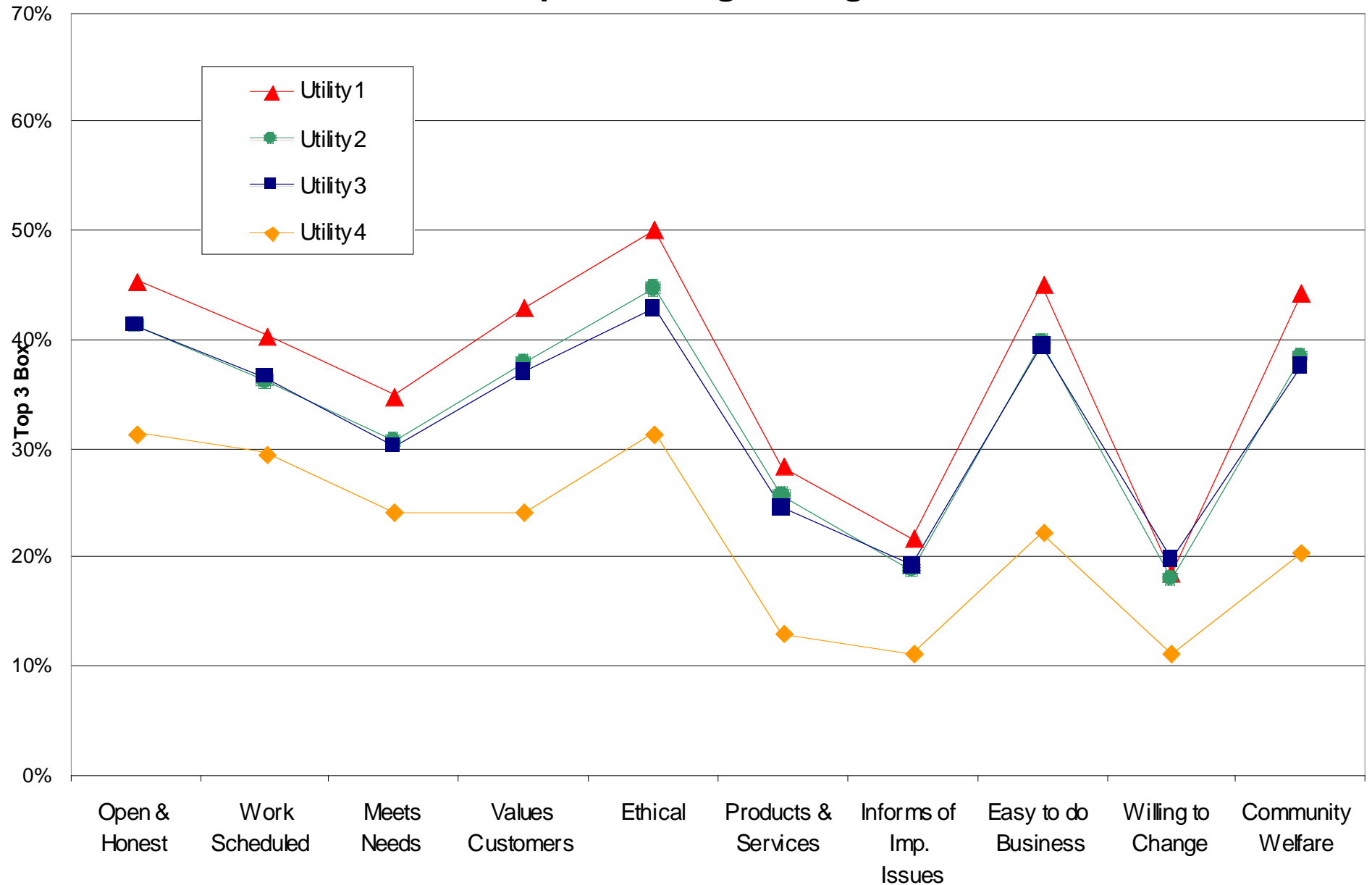
Which Image Drivers Should We Focus On First?

- Are some drivers more important than others?
- Will some have a bigger negative impact if not done well?
- Are these drivers target market dependent?
- What do we have to change to move our brand to where we want it to be?

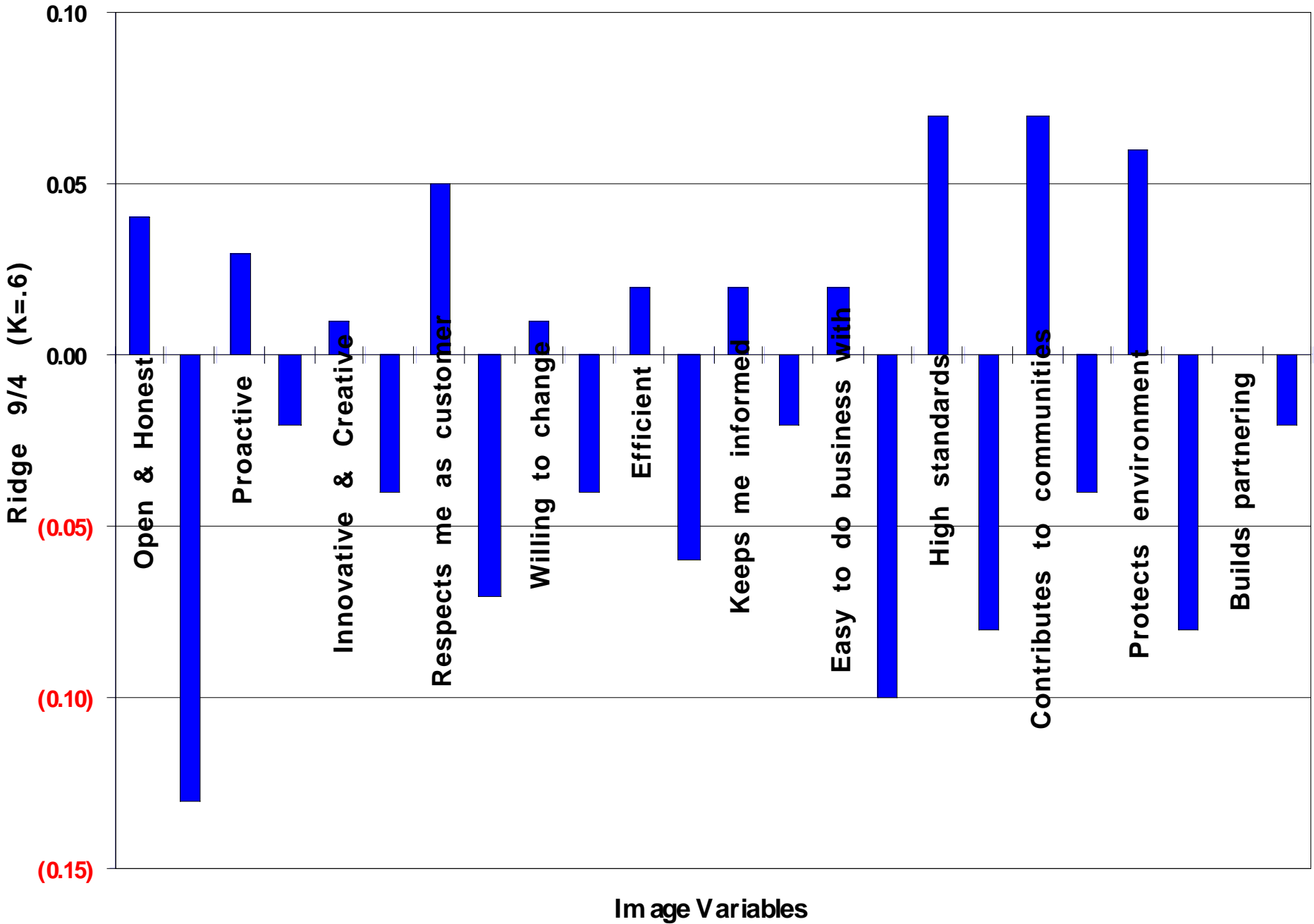
Image Attribute Ratings by Master Segment



Utility Customers: Competitive Image Ratings



Penalty - Reward - Total Sample



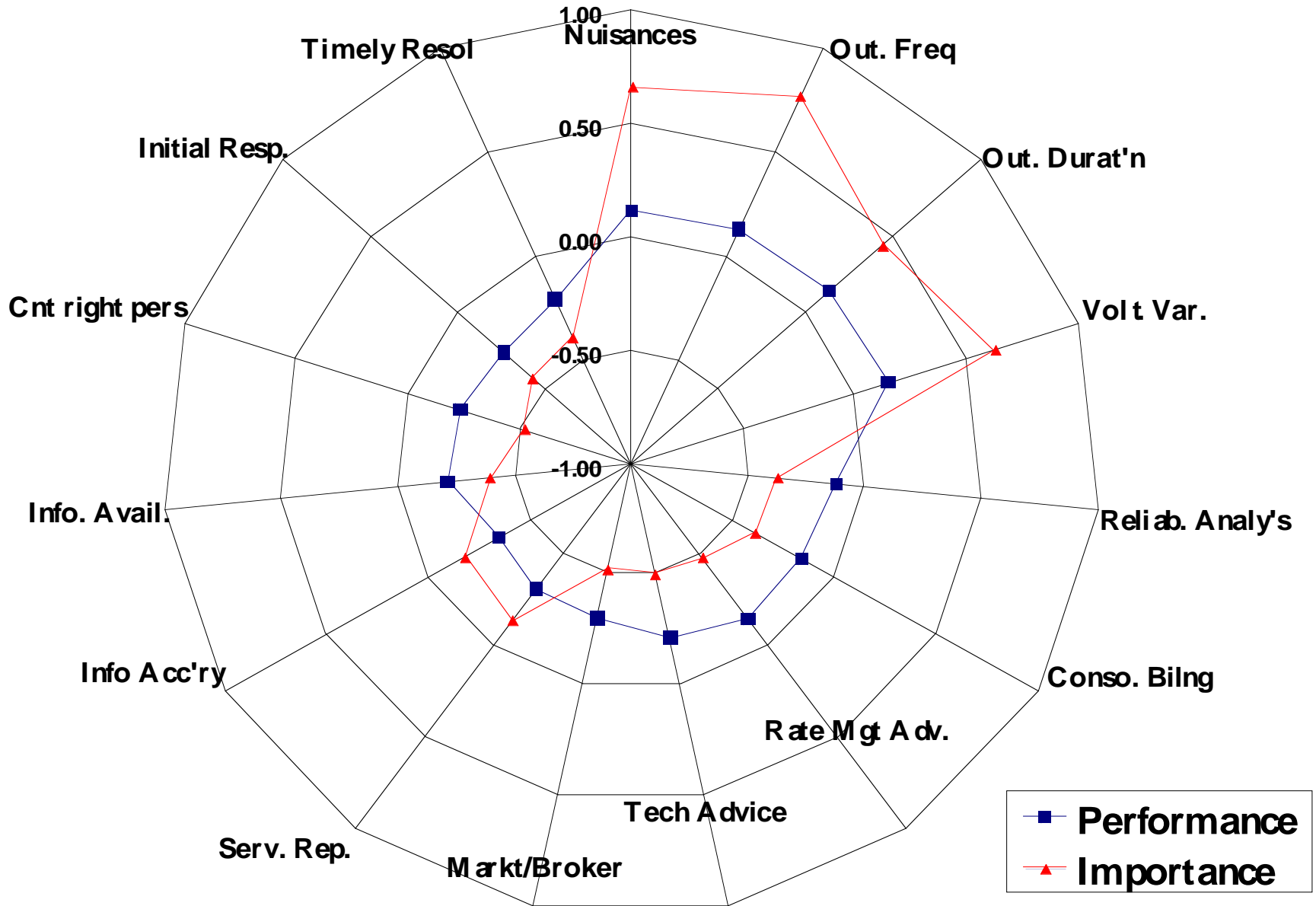
Shaping Customer

Performance Perceptions

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Importance - Performance, Master Segment 4



Comments,
Questions

