

ENERGY & UTILITIES

The world's energy and utility industries must manage supply and demand issues while remaining sensitive to both energy security and environmental stewardship. Hansa's

passion is helping companies successfully navigate this dynamic balance while keeping front and center the prevalent question of how to differentiate and ensure customer needs are met.

Building customer equity is one foundational component of a successful strategy, whether your focus is competing for customers or enhancing public support.

Hand-in-hand with our expertise in the energy and utilities space, Hansa brings innovative approaches to gaining insight about customers and methods for building customer relationships that go beyond traditional satisfaction benchmarks.



Hansa's broad experience conducting research in Energy and Utilities spans the following:

- Customer focus execution support for a leading electric utility
- Impact of Green/sustainability issues on product and service communications research for a major electric and gas utility
- Measurement of customer satisfaction with emergency response services for a major utility
- Relationship strength measurement for a major energy producer
- Customer service enhancement and customer focus strategy implementation for a top global energy services firm on multiple continents
- Evaluation of a solar power initiative for an electric utility
- Research on agricultural customer interests in participating in a utility-sponsored conservation program
- Modeling and segmentation to determine target audience and optimized offers for specific utility initiatives

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.



Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class research in areas relating to Customer Relationship Equity, Brand Solutions, Market Assessment, Green and Sustainability, and Product/Service Innovation. Hansa GCR is part of R K SWAMY HANSA, an emerging global group with 1,100+ professionals offering Creative Communication, Market Research, Data Analytics, Brand Consulting, Interactive and Healthcare Communication Services.

For further information about Hansa GCR, please visit us on the Web at www.hansagcr.com, contact us via email at customresearch@hansagcr.com, or call us at +1 503.241.8036.