



Key Accounts: A Top Ten Connection to Strategic Priorities

ElectriCities Annual Conference
Myrtle Beach
August 15, 2023



Top Ten Signs Your Key Accounts Program is NOT the Model for Public Power

- #10 Your key account representative's ID badge number is 666
- #9 Your Key Account rep recently revealed that he isn't allowed to visit or live near schools
- #8 The loud music coming from the Key Account company vehicle sounds like an ice cream truck soundtrack

Top Ten Signs Your Key Accounts Program is NOT the Model for Public Power

- #7 You find a truck stop, 2 sporting goods stores and 4 beer joints on the top ten customer list
- #6 Your key accounts budget includes a fresh supply of rolodex cards and typewriter ribbon
- #5 Lunch at your next customer appreciation event includes PB&J along with ALL the fixings

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- #4 The last time you visited your largest account, it was to collect for the paper route
- #3 The latest key account program goals can only be found on microfiche
- #2 You suddenly notice your swag items are co-branded with the local bail bondsman

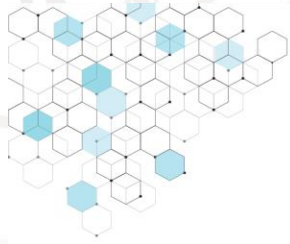
Top Ten Signs Your Key Accounts Program is NOT the Model for Public Power

#1 Your KA team members names are Moe, Larry and Curly!



Key Accounts

A Top Ten Connection to Strategic
Priorities



PUBLIC POWER'S **STRATEGIC PRIORITIES**

FUTURE-FOCUSED

Develop a future-focused mindset

PROVIDE SUPERIOR POWER

Deliver reliable, affordable, and sustainable electric power

PEOPLE

Leverage our people as our greatest asset



STRENGTHEN PUBLIC POWER

Build public and political support for public power

CUSTOMER-CENTERED INNOVATION

Innovate and invest to better serve our customers and communities



Key Accounts: A Top Ten Connection to Strategic Priorities

First...a bit of history

- Tier 1/ Tier 2 discount program
- DEREGULATION!!
- NC Key Account programs lead Public Power
 - A further look.....

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NC Key Account programs... a further look

- NCEMPA participation
 - Heavy involvement – 6
 - Medium – 8
 - Light/none - 18
- NCMAPA1
 - Heavy involvement – 1
 - Medium – 8
 - Light/none - 10

Key Accounts: A Top Ten Connection to Strategic Priorities








Defining the Top 10

- Identify the Key Accounts 
- Build the team with program and budget support 
- Listen to your customers 
- Address time-tested customer concerns 
- Address modern customer concerns 

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Defining the Top 10

- Develop staff 
- Educate customers 
- Maintain a current customer profile 
- Communicate with your Key Accounts 
- Provide a single point of contact 

#10 – Identify the Key Accounts



- What are the stoppers?
 - “I don’t want to leave anyone out”
 - “We don’t have the staff OR time”
 - “We don’t really have a special message for Key Accounts”

#10 – Identify the Key Accounts



- Key Criteria
 - Revenue
 - Load
 - Influence



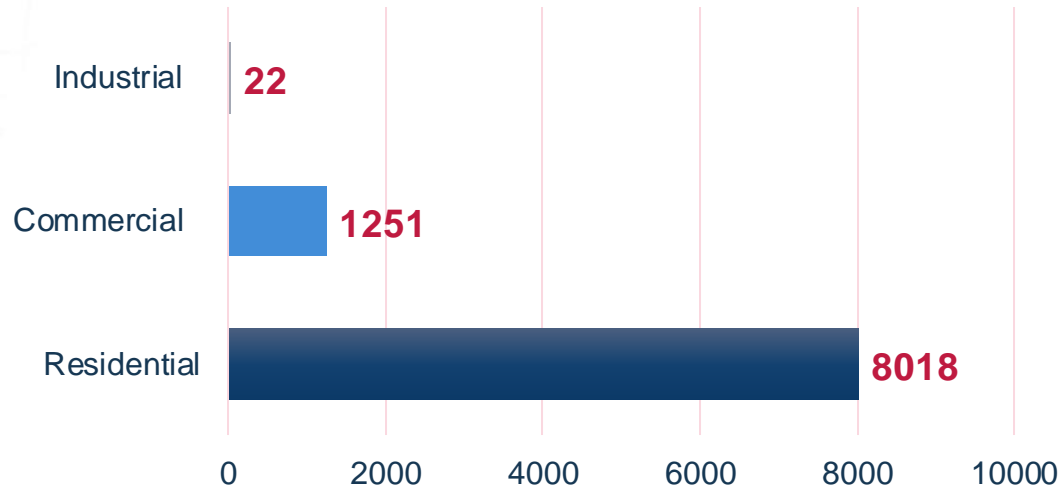
#10 – Identify the Key Accounts

- Find out what % of your revenue comes from the largest 10, 20, 30, or 40 customers
 - It won't take long for you to hit 25, 30, or 40%!
 - Is it worth providing a single point of contact for these customers?
 - Their needs aren't the same!

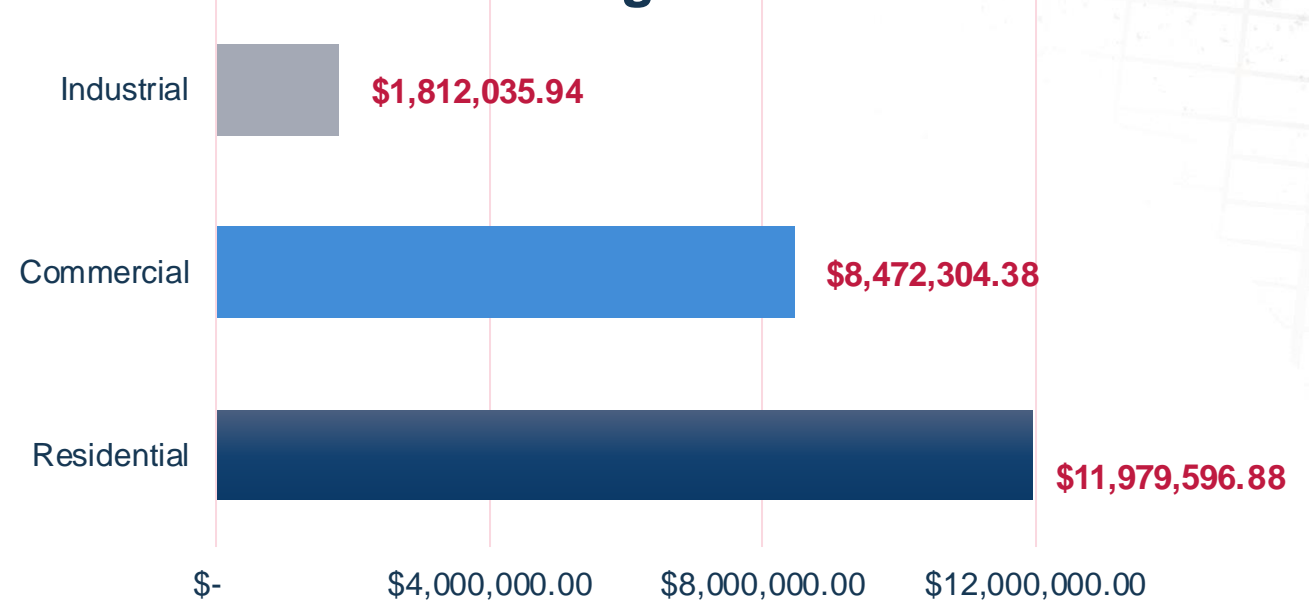
#10 – Identify the Key Accounts



NCEMPA Average Customer Count



NCEMPA Average Class Revenue

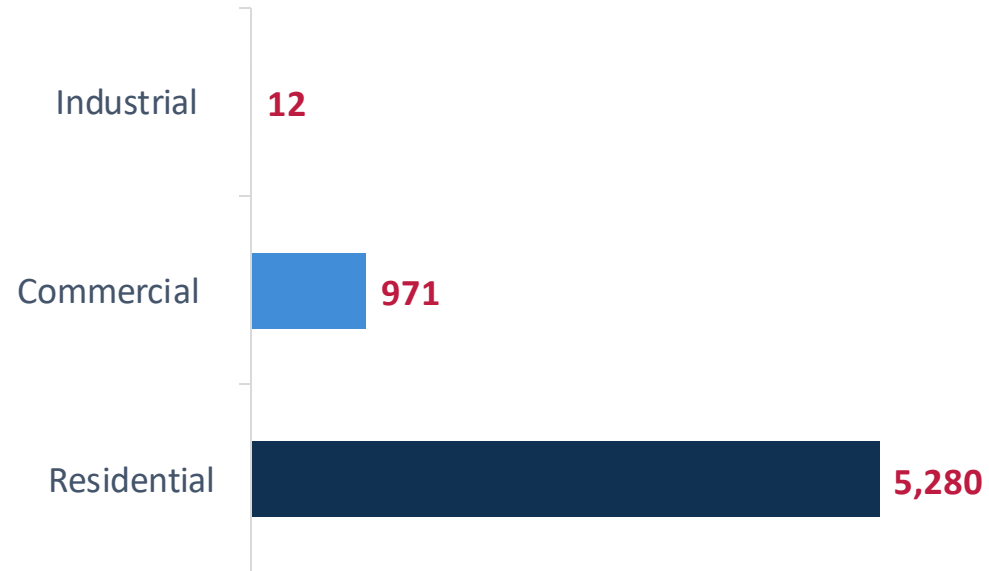




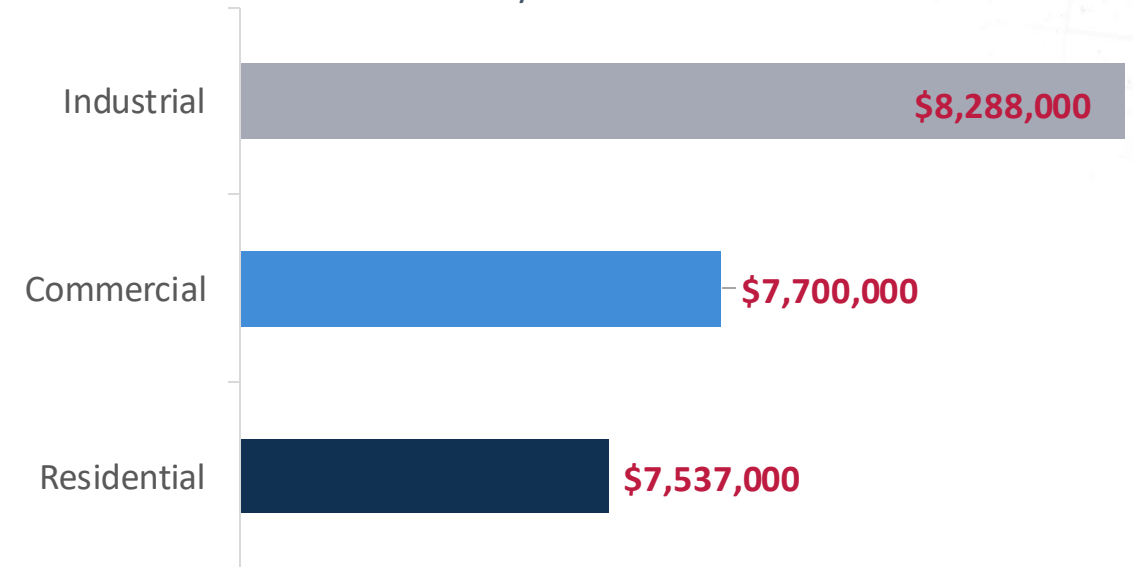
#10 – Identify the Key Accounts

- #10 Identifying the Key Accounts

City A Customer Count



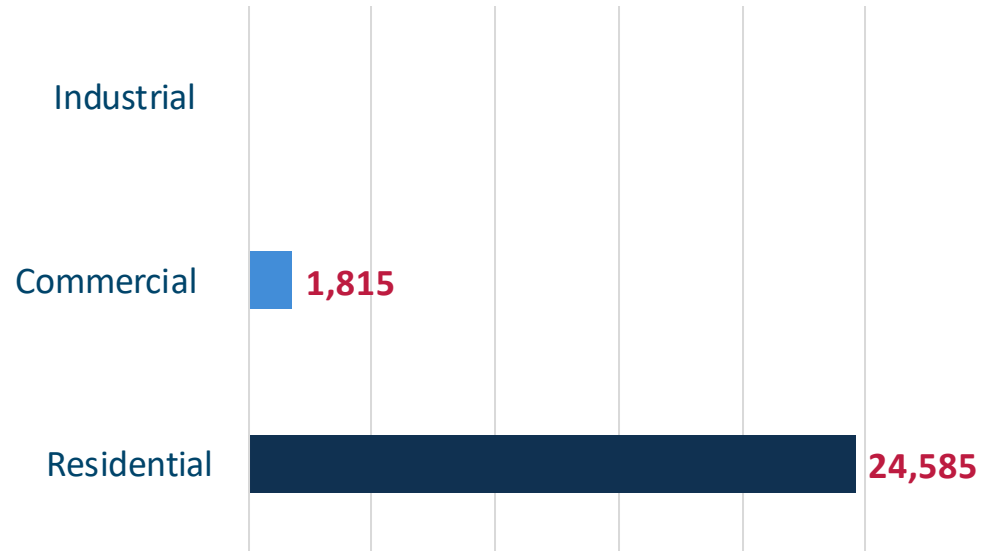
City A Class Revenue



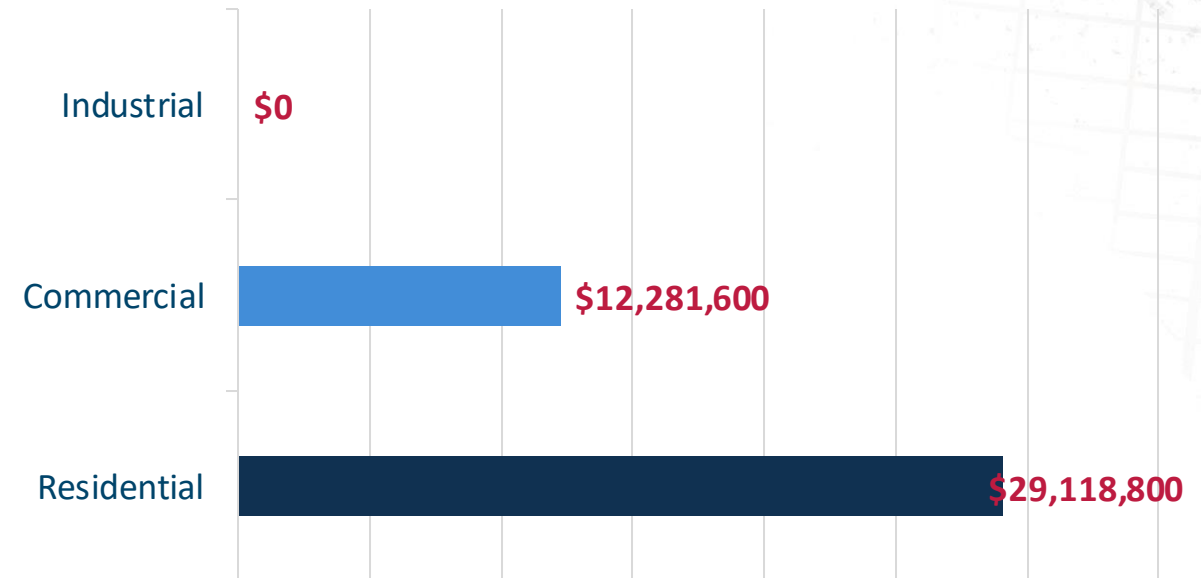
#10 – Identify the Key Accounts



City B Customer Count



City B Class Revenue





#10 – Identify the Key Accounts

- What happens if they leave?
 - We are so inter-connected today
 - Social media comments travel forever
 - What are your customers saying?
 - Should the question actually be.....what's not happening because they never came?
 - Strong customer retention programs can influence your economic development efforts

#9 - Build the team including program and budget support



- Key Account Lead
- Economic Development Representative
- Billing
- Electric Department
- Public Information Officer
- Senior “CHAMPION”

#9 - Build the team including program and budget support



- Many of us send staff to the county fair, energy fairs, etc.
- We also provide small items such as pencils, magnets, etc.
- If a #2 pencil costs \$.04 and we give one to a residential customer with an average bill of \$150....That's an investment ratio of \$.0003 cents per dollar (month)
- If we take a key account to lunch (\$20) and that account pays \$50,000.00/month, the ratio is \$.0004

#8 – Listen to your customers



Find out where is the game being played

- Conduct a customer survey
- Go where your customers are and ask questions
- Host a focus group

#8 – Listen to your customers



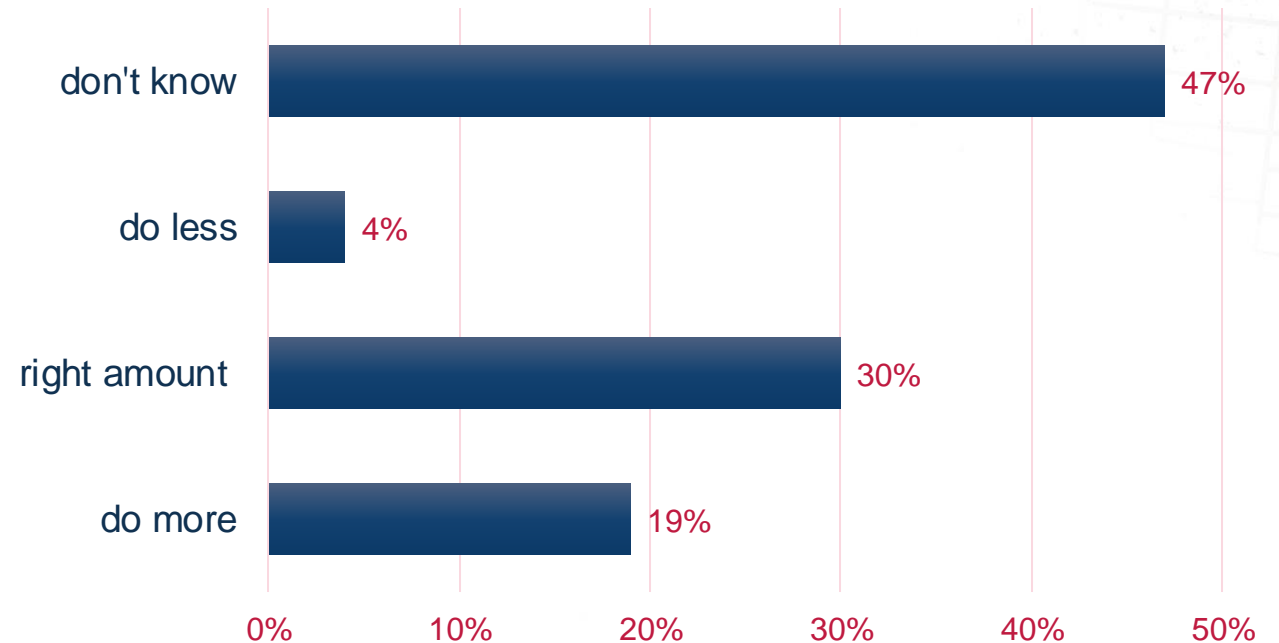
Prioritize what your customers are asking for.

Are you proactive in the carbon discussion?

OR...

Are you waiting for your key accounts to make the first move?

Is my Utility doing enough to curb carbon emissions?



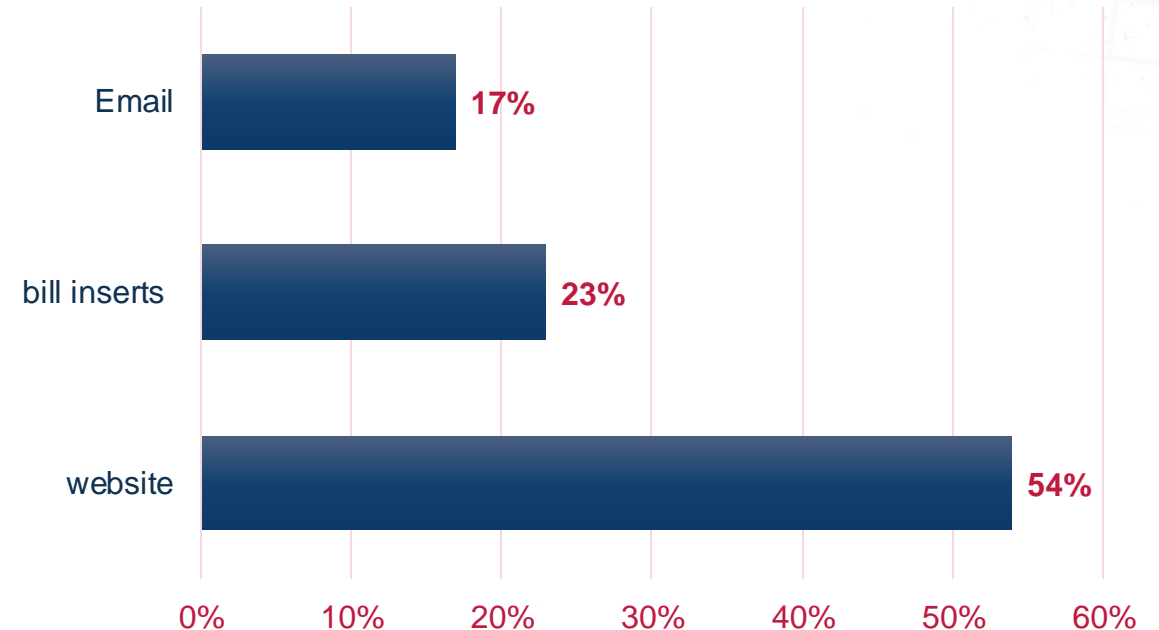
#8 – Listen to your customers



Provide convenient and timely information.

- Are key customer information items on your website?
 - Rates
 - Services
- Email ranked 3rd ???!
 - Do you have their email addresses?

Where do you prefer to look for information about your Utility?

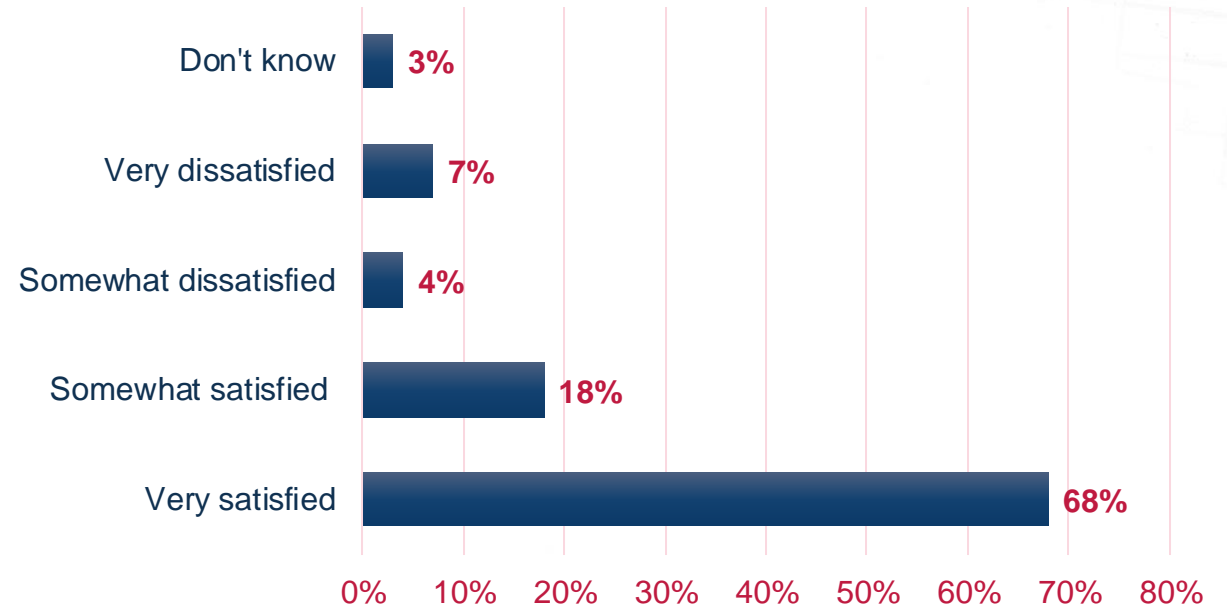


#8 – Listen to your customers



- Don't ask if you don't want to know (or act)
- How do we improve this?
 - Or...is it good enough?

Commercial customers satisfaction with customer service (non-complaint)



#7 – Address time-tested customer concerns



- What do we know customers have always been sensitive to?
 - Rates (changes, peaks)
 - Reliability (power quality)
 - Relationships (trusted energy advisor)
- The 3 R's

#6 – Address modern customer concerns



- What do we know customers will be sensitive to?
 - Rates
 - Reliability
 - Relationships
 - Sustainability
- The 3 R's and an "S"

Address modern customer concerns

- Your message can include your response to being the trusted energy advisor
 - Beneficial electrification
 - Renewables
 - Energy Efficiency
 - Grant funding

Slow reactions can speak volumes!

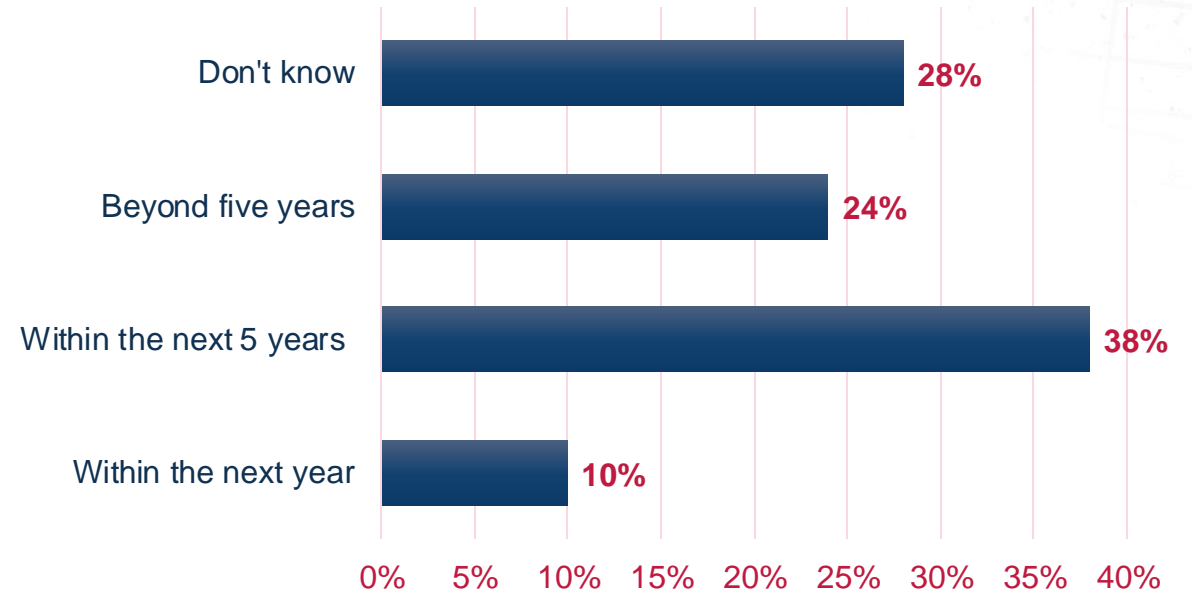


#5 – Develop Staff



- Key Accounts often require specialized knowledge
- Is this a conversation all of your CSRs are ready for?
 - Or...does it require a unique skillset?

When do you anticipate purchasing an EV?



#5 – Develop Staff



- Key Account Boot Camp
 - Designed to provide your people with the skill foundation for establishing and managing a successful key accounts program
 - September 13th and 14th in Raleigh
- APPA KPPAE program



#4 – Educate Customers

- Provide formal & informal education
 - Networking events
 - Content via website, newsletters & direct outreach
 - Help them be knowledgeable about your town
- **ElectriCities Energy Efficiency (E3) Facilities Training**
 - Designed to provide energy efficiency training for plant operators
 - September 27th and 28th in Raleigh at the McKimmon Center (NCSU)
 - 100% satisfaction scores – “All in all, this was great information”

#3 – Maintain a current customer profile



- Let's start today! Build a customer profile – IN WRITING
 - Official business name
 - Address
 - Key contact name (more if you know them)
 - Phone number (multiple)
 - The last time you visited OR communicated with them
 - The services they receive from you

Do this 9 more times and you'll have 10 accounts to build around

#2 – Communicate with your Key Accounts

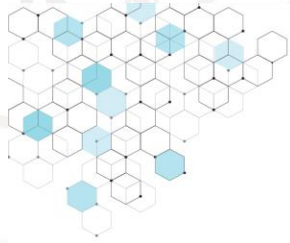


- Networking events
- Questline
- Partner!



#1 – Provide a single point of contact

- Knowledgeable contact point for these critical customers
- Improve satisfaction scores immediately
- Doesn't have to be a total problem solver...more of a connector



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Key Accounts: Service Portfolio

- Commercial/ Industrial Energy Audits
- Commercial/ Industrial Power Quality Audits
- Commercial/ Industrial Lighting Audits (Rebates for NCMIPA1)
- Questline Newsletter
- Load Management Consultation (NCEMPA)
- Customer Education Events
- Networking Events
- Infrared Scanning

Key Accounts: Contact Us

- NCEMPA – Matthew Allen
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- NCMPPA1 – Emily Lowry
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- Dale Odom
336-250-4223
dodom@electricities.org



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