


# 4 DSM Tips for 😊 customers (and utility 👤👤👤, too)

You realize the customer is the 🥁 of the next-gen utility business model. And you know you need to get your customer more emotionally involved—with energy use and with your utility brand, too. To have more ❤️ all around. But...

## DEMAND-SIDE MANAGEMENT

Here are 4 solid strategies to really reaching your bigger, broader, bolder customer 💪

1



Customers with proactive & personalized interactions.

Every single time you interact with a customer is an opportunity to drive up satisfaction. You need to craft the right discussion for each interaction every time.

2



Get more out of every moment.

Be nice, even in the face of apathy, and never let the customer stray far from your thinking. Circle any and every move back to that new industry nucleus (with DSM as the smart, flexible foundation).

3



Benchmark. Benchmark. (And share best practices, too.)

Look at your results. Keep tracking them. Keep comparing them (internally and externally). This helps you understand your own upward momentum as well as how you fit into the changing utility landscape.

4



Prepare for a new utility.

And you do that by making things smart, flexible and adaptable. You do that by utilizing successful programs to intro people to new concepts, products and thinking. You do that by building a loop that ties feedback to innovation and customer satisfaction.

Get more details—the right question to ask, the right results to expect—with this [ebook](https://bit.ly/2uSJ3h4)