



#### **Media Contacts:**

Distributed Energy Financial Group, LLC Jamie Wimberly, CEO 202.255.2860 jwimberly@defgllc.com

Questline, Inc.

Jill Bryan, Director of Marketing
614.376.0541 jbryan@questline.com

# **FOR IMMEDIATE RELEASE:**

# DEFG and Questline Launch New Customer Centricity Video Initiative For Energy Utilities

New video of industry leaders discussing need for change management toward more customer centric utilities available at no charge

**Columbus, Ohio— 29 May 2018** – Distributed Energy Financial Group, LLC and Questline, Inc. have jointly announced the premier of a new video entitled "The Next Mission: Customer Centricity." The video was produced by the companies on behalf of DEFG's Utility Customer Research Consortium (UCRC), a consortium of senior executives focused on customer strategy and operations in the utility sector serving over 50 million customers in North America. The video is intended to serve as a conversation starter to drive a more customer centric focus within all levels of the energy utility industry.

"New technologies and advancements in customer service within other industries have driven a change in how customers interact with utilities," stated Jamie Wimberly, CEO of DEFG and founder of UCRC. "Our goal is to help senior executives understand the evolution and latest innovations in customer service in order to be effective change leaders for customers at their utilities."

The video will be used as a tool by energy utility leadership to facilitate internal conversations around customer centricity with utility stakeholders.

The production was premiered for over 25 energy utility leaders at UCRC's 2018 Spring Meeting, held at the AEP Ohio corporate headquarters.

"Feedback from the utilities in attendance at the Spring Meeting was extremely positive. We're proud to have produced the video for UCRC and we're excited about the discussions that can start as a result of it," said Dave Reim, president of Questline.

UCRC is making the video available to any interested stakeholders in the industry at no charge. To view, download and use the video, utilities should visit <a href="https://q.questline.com/ucrc/">https://q.questline.com/ucrc/</a> or by contacting Jamie Wimberly at the UCRC at <a href="jwimberly@defgllc.com">jwimberly@defgllc.com</a>

# **About Distributed Energy Financial Group, LLC:**

DEFG is a management consulting firm specializing in all aspects of customer strategy and experience in the utility sector. We believe that customers are the future of energy. Using cutting-edge research, we partner with clients to improve the customer relationship—developing robust customer engagement strategies as well as enhanced offerings and program design. We offer guidance on marketing and communications, customer service, operational efficiencies and regulatory policies.

Since 2003, DEFG has helped clients create customer value in a commodity marketplace. DEFG serves as a catalyst for change, helping clients better connect with customers.

# **About the Utility Customer Research Consortium:**

UCRC is a blue ribbon panel of senior executives working together to identify opportunities for improvement and innovation in the utility customer strategy. The UCRC members represent 25 large energy utilities and leading vendors from across North America.

# **About Questline:**

Questline is the leading content and communications company dedicated to the pursuit of understanding and reaching energy utility customers. With over 25 years of experience, serving more than 480 energy utilities in all 50 states, we deliver content that engages, educates and entertains. Visit questline.com.

###