



## STAKEHOLDER ENGAGEMENT

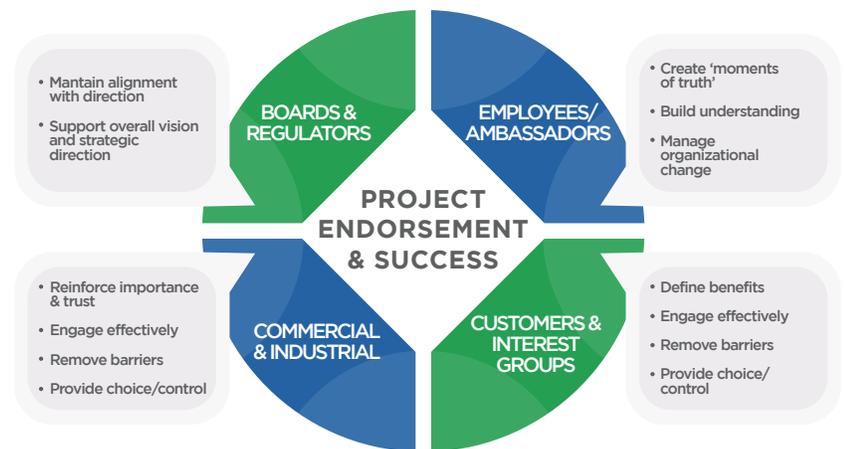
Effective stakeholder engagement is not only essential to successful project implementation, it also aligns with and enhances the historic *relationship between the utility and the community* it serves.

Excergy's deep-rooted belief in the *transformative power of utility technology* to make people's lives more productive, sustainable, and enjoyable means that *we are focused* on the importance of engaging *all of your stakeholders* to build understanding and action.

One of the most important lessons learned from customer-facing utility technology projects over the past decade is how critical it is to plan, manage, and engage stakeholders to align expectations and share timely, truthful, and transparent information. In fact, for technology projects, one of the aspects with the highest potential for reward—which also entails the most risk to project success—is stakeholder engagement.

The challenge and obligation for utilities is keeping their stakeholders informed at the right pace early in a project, and then driving adoption of new customer-enabling technologies as they become available.

Excergy's comprehensive, strategy-led stakeholder engagement is well integrated with the overall project—an essential best practice. Our approach builds from recognizing the needs of four major constituencies.



## OVERCOMING BARRIERS

Understanding the nature of stakeholder reluctance to new technology is the first step in breaking through the barriers that can derail project success.

Working collaboratively with in-house communications staff, our consultants:

- Develop an overall engagement strategy and thorough, actionable plan
- Engage enthusiastic supporters and early adopters to build momentum
- Minimize the impact of resisters through consistent, factual response to their concerns

How effectively are you *engaging your stakeholders*?

Excergy's comprehensive stakeholder engagement services for electric, water, and gas utilities include:

- ✔ Managing and supporting overall project communications efforts
- ✔ Monitoring national trends and state regulatory direction that may impact the project
- ✔ Developing communications strategy in alignment with clear and consistent core messaging
- ✔ Tracking customer concerns to gather data and inform communications refinements
- ✔ Implementing communications tools and methods that result in customer support and adoption
- ✔ Developing an approach and tools for aligning customer contact personnel