



Developing comprehensive utility programs for low- and moderate-income customers

An E Source case study

February 16, 2023

Through a collaboration with the [Edison Electric Institute](#) (EEI), E Source brought together three utilities with a shared goal: to better understand their low- and moderate-income (LMI) customers' energy challenges and design solutions to help them manage their utility bills. E Source developed a three-phase initiative combining [data science](#), [ethnography](#), and [design thinking](#) to achieve this goal.

[Contact us today](#) if you're interested in applying the E Source [Audience of One](#) solution to better understand and serve your LMI customers.

[Download](#)Imi-cs-mar2023-web.pdf
