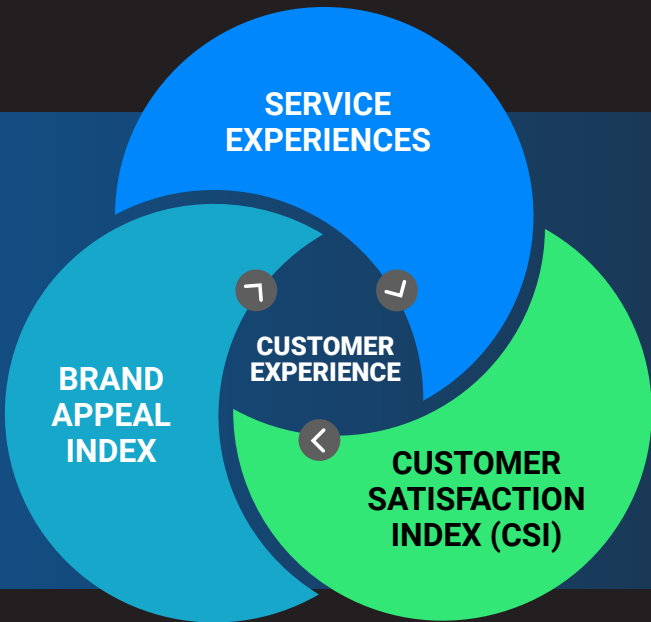
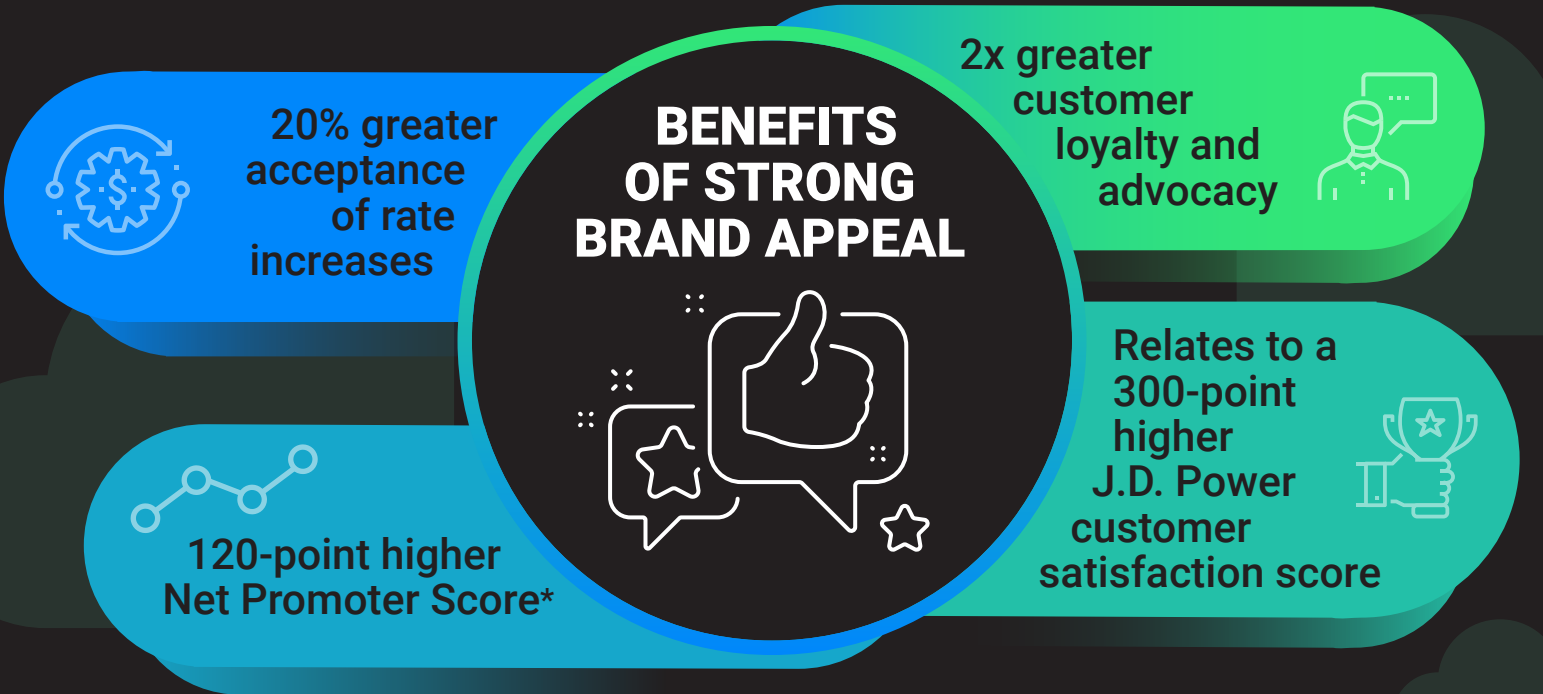


Does it matter if utility customers like you?

Of course it does! With utility reputations hitting historic lows, brand appeal is more important than ever before.

BRAND APPEAL provides the ability to engage and motivate your customers to use and promote the utility and its services and build company value.



Utilities need a relevant brand measure to assess, track, benchmark and manage brand success based on quality research of customer perceptions and experiences.

How can you measure brand appeal?

The **U.S. Utility Brand Appeal Index Study** helps you benchmark and manage your company’s reputation, customer trust, and marketing execution. The study also delivers best practice insights that correlate with more profitable customer relationships and higher J.D. Power customer satisfaction performance rankings.



Learn more about the J.D. Power U.S. Utility Brand Appeal Index Study by contacting your J.D. Power representative today.