MRES® Municipal Power
LEARNING ACADEMY

Key Accounts

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Overview

- What is a Key Account Program
- Who Are Key Accounts
- Why Have a Key Account Program
- MRES Key Account Resources

What is a Key Account Program

Definition:

Strategic, proactive outreach to a utility's largest and most influential commercial, industrial and institutional customers.

Key Functions

- Understand customer energy needs and goals
- Coordinate utility resources and services
- Provide energy solutions and technical support
- Foster long-term partnerships

Who are Key Accounts

Key Consideration

Key accounts often represent a relatively small number of customers but a significant portion of the utility's revenue and energy sales.

Typical Key Accounts

- Large industrial facilities
- Hospitals & healthcare campuses
- Schools, colleges & universities
- Government facilities
- Data centers
- Groups or organizations with heavy influence

Why Have a Key Account Program

Bottom Line

A Key Account Program helps protect existing load while creating opportunities for future growth.

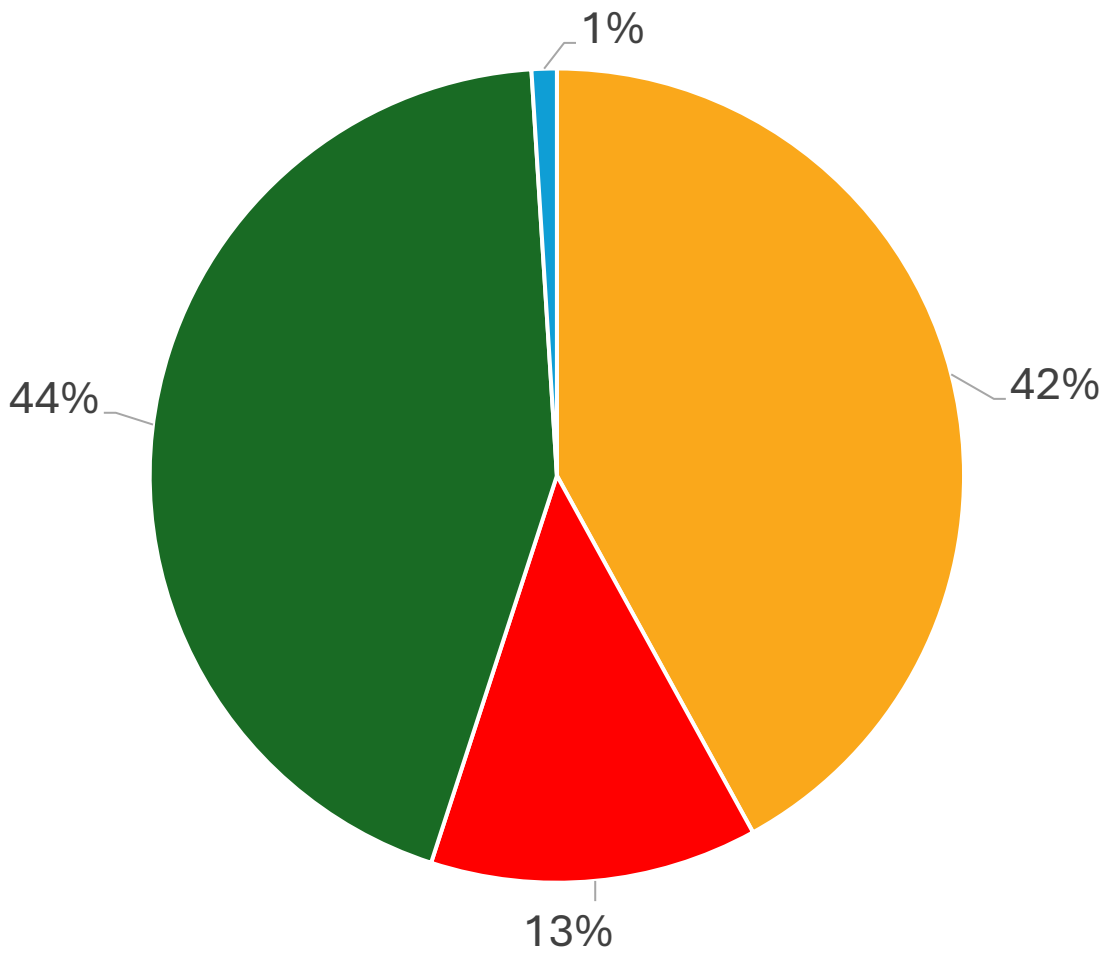
Customer Benefits

- Improved communication
- Faster response to energy-related needs
- Access to energy efficiency and electrification opportunities
- Support for expansion and new projects

Utility Benefits

- Increased customer retention
- Improved customer satisfaction
- Early awareness of business changes
- Opportunities for load growth
- Enhanced economic development partnerships
- Stronger community relationships

Members – Average Energy Consumption by Class



- Residential - 85% of Customers
- Small Commercial - 13% of Customers
- Large Commercial - 2% of Customers
- Street & Security Lighting

MRES Key Account Resources

Key Account Support Offered by MRES

- Member Account Executive
- Energy efficiency technical support
- Key Account training and coaching
- Key Account Online Toolkit
- Bright Energy Solutions rebates

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Meet our TEAM!



Jill Andersen



Chris Toenjes



Joe Peters



Wade Sand



Darlene Weber-Scott



Lisa Fischer



Jesse Robertson

Key Takeaways

- Key Account management is more than customer service. It is a strategic approach to supporting your largest customers, strengthening your communities, and creating long-term value for the utility and its stakeholders.

- MRES Member Account Executives & Technical Specialists are here to help with all aspects of your Key Account Program as an extension of your utility.

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Questions?

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