



## iEnergy® Trade Ally Connect

# Engage, educate, and empower trade allies to boost customer satisfaction

Every customer-facing utility program needs advocates. That's why it's so important to build a network of trade allies that represent your utility with the quality standards and expert knowledge that add value to your brand. To do that, you need a smart, efficient way to review their qualifications, educate them, and support their efforts to satisfy customers.

### CULTIVATE A TRUSTED NETWORK WITH IENERGY® TRADE ALLY CONNECT

Trade Ally Connect is a powerful platform that utilities use to manage and engage customer-facing allies. It centralizes communications in a single place, allowing you to quickly deliver information and empower allies to become reliable extensions of your brand.



#### Make customer programs more successful

Equip your trade allies with the tools and resources they need to meet program requirements and compliance standards.



#### Grow customer satisfaction

Build accountability and ensure follow-through with information and resources that support trade allies in delivering high-quality customer experiences.



#### Improve efficiency and lower cost

Streamline and consolidate trade ally management onto a modern platform, and gain the visibility you need to meet program budgets and goals.

### What's a trade ally?

Anyone who serves your customers – including contractors, engineers, and home builders – becomes the face of your utility. These individuals and businesses are your trade allies.

### WHY LEADING UTILITIES CHOOSE TRADE ALLY CONNECT

#### → EASY TO USE

Anyone can learn our mobile-friendly, cloud-based software to get up and running fast.

#### → ADAPTABLE

Our flexible platform and workflows can easily be configured, without involving IT.

#### → SECURE & INTELLIGENT

Role-based access maintains data integrity, and analytics provide valuable insights.





## Happy Customers Start with Knowledgeable Trade Allies

When your trade allies have fast, easy access to customer leads and program information, they're more likely to follow through and deliver great results. Trade Ally Connect is place where your allies can:

### Grow their business and build their brand

Allies can generate new customer leads and brand themselves as experts, using customer insights and training to upsell additional services.

### Operate more efficiently

Allies can find up-to-date information on program budgets and requirements, allowing them to more accurately forecast and plan ahead.

### Become a trusted advisor to your customers

Allies can grow their expertise through training and resources, ensuring better customer experiences.

## TRADE ALLY CONNECT AT-A-GLANCE



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