

## KEY CUSTOMER IDENTIFICATION

Identify key account customers based on consumption patterns, spending levels, program participation, and rules-based metrics.



### Problem

- + Key customer relationships are not always obvious – especially when customers have a portfolio of locations and multiple billable entities
- + Ownership of commercial properties frequently via special purpose vehicles, making it unclear who the portfolio customer relationship is with
- + Qualification for key account status based on spending levels and program participation can be complicated to identify and track

### Why Fractal

Fractal Programming enables flexible rules for assigning accounts to a customer based on multiple attributes.

App performance enables rule sets to be applied to entire customer base to identify key account relationships.

Automatic assignment of key account status based on qualification rules.

Both metered and non-metered attributes incorporated into rules.

### Solution



Implement qualification rules for key accounts



Implement aggregation rules to identify portfolio relationships

Classify every customer at both individual account and aggregate customer portfolio level



Enable utility profitability analysis by key account relationship

### Impact



Identify key account customers by evaluating total portfolio consumption and behavior.



Enables more focused programs by identifying impactful portfolio level decision makers in customer base.

