

WHAT CONSUMERS NEED TO KNOW ABOUT ESCOs



GREAT
EASTERN
ENERGY

By, Virginie Glaenzer
Executive Vice President, Marketing, Great Eastern Energy

Virginie Glaenzer is the Executive Vice President, Marketing for Great Eastern Energy (GEE), an alternative energy supplier of natural gas, electricity and energy solutions in NY, NJ and MA.

Public utilities have operated as regulated monopolies for a long time, but in the last few years, those utilities are being deregulated on a state-by-state basis. Before deregulation, one company provided all aspects of your electric service—generation, sales, delivery, billing, and support.

Energy deregulation allows consumers to choose where they buy their power from – same as they would choose their long-distance phone company. In the 1990s, there was an upswing in deregulation, ushering a new era of choice for energy services.

Energy deregulation is decided on a state-by-state basis, with each state facing different energy situations for how they regulate the utility service. As a result of high electricity rates, California and the Northeast have been some of the first to move in this direction, but despite deregulation, the majority of customers have yet to switch to ESCOs (Energy Service Companies).

In Massachusetts, only 44% of small commercial and industrial customers (those using less than 3,000kWh of electricity per month) have switched their natural gas supplier and only 25% have switched their electricity supplier as of late 2014. Since last December, New York's small commercial and industrial customers had switched their electricity only 36% and 33% had switched their natural gas supplier. New Jersey has even weaker numbers – only 32% of commercial and industrial gas customers and 21% of electricity customers had switched their providers as of last November.

Some of the main reasons why customers are slow to switch their energy provider are lack of trust and poor customer experiences. They are slow to trust companies that for the longest time have been run as monopolies and have not provided the quality service customers expect and demand. Also, utilities have not been customer-driven. For the most part, they have defined themselves as processing companies, rather than caring, more customer-friendly companies. In general, customers both residential and commercial view electricity and natural gas not as a product they can choose from as consumers, but as something they have to pay every month – like a mortgage or water bill.

However, public perception is changing. Technological advancements and regulatory changes are making it possible for energy costs, consumption and environmental footprints to proliferate. At Great Eastern Energy, they are launching the “Power to Choose” campaign – aimed at showing consumers they are free to choose their energy provider and this choice can not only help them manage their energy bills, but have a positive impact on the environment. The campaign emphasizes that having the freedom to choose your provider is good for both your wallet and the planet.

Please follow the link below for a free guide on reducing your business’s energy usage: <http://www.greateasternenergy.com/power-to-choose/>

Virginie Glaenzer is the Executive Vice President, Marketing for Great Eastern Energy (GEE), an alternative energy supplier of natural gas, electricity and energy solutions in NY, NJ and MA. By providing full service solutions, GEE helps businesses and property owners thrive, control energy costs and increase their bottom-line. Virginie holds a master degree from HEC, one of France’s top 3 business schools, as well as a Major in Management, and a Minor in Business Administration. Connect with her [@VirginieG](#).