



Markinetics, Inc. Knows The Utility Business

We have completed hundreds of studies in this sector.

A partial list includes:

- Customer acceptance of Green Energy initiatives
- Pricing sensitivity analysis
- Customer awareness of Utility offerings and advertising
- Residential Gas and Electric Satisfaction and Loyalty Studies
- Air Conditioning Load Control Program Development
- Appliance Service Plan Awareness
- Appliance Service Plan Customer Retention
- Statistical Summary of Sampling Adequacy for Location and Staking Program
- Determining Drivers of Appliance Service Plan Program Enrollment
- New Service Installation
- Determining Marketable Attributes of an Energy Audit Program
- Home Security Service for Residential Customers: Drivers of Purchasing
- Small & Medium business client simulation studies
- Bundled Cable and Telephone Services Interest
- Low Income Program Effectiveness
- Residential Customer Value Survey (CVS)
- Newsletter Assessment
- Renewable Energy Studies
- Formal Complaint Study
- Drivers of Price Perceptions
- Call Center Effectiveness
- Complaint Process
- Appliance Service Plan Repairs

Our research team is led by Dr. Jon Hoelter who has published extensively in the fields of social psychology, statistical modeling and measurement. His work on measurement/structural equation modeling is used in many statistical packages, such as SPSS's AMOS, SAS and LISREL (see Hoelter's Critical N). Dr. Hoelter was a tenured, associate professor at the University of Cincinnati, an adjunct professor of business at Bowling Green State University, and corporate vice president of research for a national non-profit organization. During the past fifteen years, he has provided research and statistical consulting for gas and electric utilities. Dr. Hoelter received his Ph.D. from Indiana University.

Markinetics, Inc. was started in 1969 and has provided strategic marketing and market research services to hundreds of industrial companies. Please let us know how we can support you.

*For more information contact:
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