

**FOR IMMEDIATE RELEASE FOR FURTHER INFORMATION CONTACT:  
January 14, 2018**

Kevin R. Huntsman  
MASTIO  
2921 N. Belt Hwy., Suite M-14  
St. Joseph, MO 64506  
Phone: (816) 364-6200  
Fax: (816) 364-3606

**Press Release: MASTIO publishes the 21<sup>st</sup> Edition Natural Gas Marketer Report.**

**All Rights Reserved. No part of this press release may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photo-copying, recording or otherwise without the prior written permission of MASTIO.**

MASTIO recently published the 2017, 21st Edition of the industry wide Natural Gas Marketer Customer Value / Loyalty Benchmarking Study and is pleased to present its findings. The study was released to subscribers in December.

The 2017 study is based on 544 interviews with industrial/commercial customers, LDC's, and independent power producers. Each respondent rated who they buy their gas from on 31 attributes such as:

Ease of doing business.	Problems are resolved in a timely manner.
Ease of initiating gas purchases.	Responsiveness of sales representative.
Easy to contact the sales rep.	Sales representatives who listen well.
Price competitiveness.	Supplier is honest and trustworthy.

The study also asks several open-ended questions. For example, all respondents are asked "What do you feel is the most significant challenge you face when purchasing natural gas". Respondents are also asked "What was the biggest disappointment you have experienced with each of your marketers over the last 12 months".

The study identifies how customers choose which marketer/supplier to use and answers these types of questions:

- Which factors are the most important drivers of customers' supplier selection decisions and their perceptions of overall value and loyalty?
- How do customers perceive the overall value of products and services relative to key competitors?
- Which marketers/suppliers are the most vulnerable and which are strongest in their ability to gain and retain customers?
- What are the areas for improvement that will have the most impact on a marketer's ability to win and retain more business?
- Which factors should be emphasized in marketing communications?
- What are the important messages that will help you sell to customers?

The study findings are divided into the following group located on the proceeding pages:

- **Major Marketers**
- **Regional Marketers**

## **MASTIO QUALITY AWARDS**

The criterion MASTIO uses to recognize the best marketers are:

- 1) Determined by the marketers with the highest overall Customer Value Weighted Quality (Benefit) Score that have also met a minimum of 30 ratings.

Please note that companies need to meet the above criteria to be considered for the Mastio Quality Award.

### **MAJOR MARKETERS**

The following is an alphabetical listing of the marketers included in the Major Marketer Group.

BP	Sequent Energy Management
ConocoPhillips	Shell Energy North America
EDF Trading	Tenaska Marketing Ventures
Macquarie Cook Energy	

<b>Category</b>	<b>Overall Winner / Highest Score</b>	<b>Suppliers Who Exceed the Industry Benchmark</b>
<b>Major Marketer Group</b>	<b>Tenaska Marketing Ventures</b>	BP ConocoPhillips Tenaska Marketing Ventures

## **REGIONAL MARKETERS**

The following is an alphabetical listing of the marketers included in the Regional Marketer Group.

CenterPoint Energy Services	EQT Energy
Chevron	J. Aron & Company
Constellation	Repsol
Direct Energy Marketing Ltd.	SCANA Energy Marketing
DTE Energy	Texican Natural Gas
Emera Energy	Twin Eagle Resource Management

<b>Category</b>	<b>Overall Winner / Highest Score</b>	<b>Suppliers Who Exceed the Industry Benchmark</b>
<b>Regional Marketer Group</b>	<b>Texican Natural Gas</b>	CenterPoint Energy Services SCANA Energy Marketing, Inc. Texican Natural Gas

## **Overall**

The following is an alphabetical listing of the marketers included in the study.

BP	J. Aron & Company
CenterPoint Energy Services	Macquarie Cook Energy
Chevron	Repsol
ConocoPhillips	SCANA Energy Marketing, Inc.
Constellation	Sequent Energy Management
Direct Energy Marketing Ltd.	Shell Energy North America
DTE Energy	Tenaska Marketing Ventures
EDF Trading	Texican Natural Gas
Emera Energy	Twin Eagle Resource Management
EQT Energy	

<b>Category</b>	<b>Overall Winner / Highest Score</b>	<b>Suppliers Who Exceed the Industry Benchmark</b>
<b>Overall</b>	<b>Texican Natural Gas</b>	BP CenterPoint Energy Services ConocoPhillips SCANA Energy Marketing, Inc. Tenaska Marketing Ventures Texican Natural Gas

Mastio & Company is a research-consulting firm that helps its clients maximize business performance by conducting studies that address three critical aspects of managing every business, which are to understand your customer, your competition, and your organization.

Mastio & Company conducts numerous multi-client and proprietary studies on a yearly basis. The majority of our engagements deal with organizational alignment. This concept uses metrics to design an organization that is better aligned with customers than the competition to win more business and increase profits. We also help clients bridge the gaps between analysis, interpretation, actions and successful deployment of a value based strategy.

Mastio & Company is celebrating nearly 30 years of providing actionable information to its clients. We are headquartered in St. Joseph, Missouri with an additional location in Houston, Texas. Our research is done primarily through telephone interviews from our call centers in the U.S. and the U.K. We also collect data from web-based platforms, mail and focus groups. All research is collected by an industry-experienced staff that adheres to stringent quality-control procedures. Mastio has served over 300 clients and has developed and managed over 300 successful business-to-business industry-focused projects, primarily in commodity driven industries such as but not limited to energy, utilities, transportation, logistics, plastics and chemicals. Our staff has extensive experience guiding successful research projects in North America & Europe.