

If the **commodity** represented your past,
it's your **customers** that can define your future.

In order for a utility to prosper in a deregulated environment, it is imperative that it fully understand and appreciate the full potential of its most important asset: its customers.

**INSPIRATION PROPELS
INNOVATION.**

That's why **en•able** thinks it would behoove any profit driven utility to seriously consider looking into Simple Choice.™ Created specifically to enhance your relationship with your customers, Simple Choice is the perfect solution for

utilities experiencing dwindling commodity margins and increased competition.

**THERE'S A SIMPLE ANSWER
FOR EVERYTHING.**

Simple Choice services and products include entertainment, communications, services for the home - and, of course, energy. And because customers can get service for them with one phone call, put them on their utility bill, and pay for them with one check, the bond between a utility and its customer base is strengthened and an immediate

new revenue stream is opened.

TIME TO MAKE A SIMPLE CHOICE.

Simple Choice is giving utilities a way to comfortably and confidently enter the deregulated marketplace. It builds brand. It fortifies a utility's relationship with its customers. And it's a new and logical way to generate revenue. Maybe it's time for your utility to make a Simple Choice. Call us at 1-888-6-en•able.



Visit our website at: enable.simplechoice.com

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