

## Distributing Energy Reports

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### Challenge

A large energy distribution company needed to produce two cohesive reports for different purposes and audiences that contained large amounts of data from a variety of sources. Because ProWrite had extensive experience working with utilities and similar organizations, the utility company rewarded the bid to ProWrite to produce the reports.

### Solution

ProWrite worked closely with the company to produce reports that were appropriate for the intended audience, complete, clear, organized, and attractively formatted. ProWrite was able to accurately convey complex information by:

- Combining information from several reports.
- Interviewing subject matter experts and writing missing pieces.
- Presenting the information in a logical order.
- Eliminating redundant or unnecessary information.
- Adding graphics and photos to enhance understanding and readability.
- Breaking up large chunks of text and adding headings, bulleted lists, and tables for clarity.
- Writing clear introductions and explaining concepts in everyday terms.

### Benefits

Organizing the information into the two reports provided the following benefits:

- The first report organized information on the utility's performance and goals into a useful report. Customers and the state regulatory commission can easily find needed information and understand key concepts. The utility is in compliance with the reporting and performance agreements made with the state regulatory commission.
- The second report enabled the utility company to view and compare current and past data in one place to identify trends and areas requiring improvement.

