

**FOR IMMEDIATE RELEASE FOR FURTHER INFORMATION CONTACT:  
January 10th, 2022**

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**Press Release: MASTIO publishes the 25<sup>th</sup> Edition Natural Gas Marketer Report.**

MASTIO recently published the 2021, 25<sup>th</sup> 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 late December.

The 2021 study findings are based on interviews with 414 customers providing approximately 950 total observations. There were approximately 151 suppliers rated, of which 17 had sufficient ratings to be included in this 2021 report. The electronic edition allows the inclusion of all rated companies for additional analysis. The 2021 study includes approximately 2,800 qualitative responses to nine (9) open-ended questions about individual suppliers. The data was collected by telephone interviews with key decision-makers during the months of September 2021 into early December 2021.

The most crucial issue to buyers of natural gas in the latest study is the reliability of gas supply.

**Top 5 Customer Needs**

1. Reliability of gas supply.
2. Supplier is honest and trustworthy.
3. Accuracy of invoices and statements.
4. Historically dependent in meeting commitments.
5. Accurate nominations.

Source: MASTIO 2021 Natural Gas Marketer Customer Value Study

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

- **Major Marketers**
- **Overall 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 MARKETER GROUP**

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

BP
ConocoPhillips
Constellation
Direct Energy-NRG
EDF Trading
Macquarie Cook Energy
Sequent Energy Management
Shell Energy North America
Symmetry Energy Solutions
Tenaska Marketing Ventures

***The following major marketers met the requirements to receive the Major Marketer Mastio Quality Award.***

Category	Overall Winner / Highest Score	Suppliers Who Exceed the Industry Benchmark
<b>Major Marketer Group</b>	<b>Tenaska Marketing Ventures</b>	ConocoPhillips Direct Energy-NRG Macquarie Cook Energy Tenaska Marketing Ventures

## **OVERALL MARKETER GROUP**

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

<b>Company</b>
BP
Chevron
ConocoPhillips
Constellation Energy
Direct Energy-NRG
DTE Energy
EDF Trading
J. Aron & Company
Koch Energy Services
Macquarie Cook Energy
SCANA Energy Marketing, Inc.
Sequent Energy Management
Shell Energy North America
Symmetry Energy Solutions
Tenaska Marketing Ventures
Texican Natural Gas
Twin Eagle Resource Management

***The following Marketers met the requirements to receive the Overall Mastio Quality Award.***

<b>Category</b>	<b>Overall Winner / Highest Score</b>	<b>Suppliers Who Exceed the Industry Benchmark</b>
<b>Overall</b>	<b>Tenaska Marketing Ventures</b>	Direct Energy-NRG Macquarie Cook Energy Tenaska Marketing Ventures

MASTIO, celebrating 33 years in business, specializes in providing an independent third-party perspective for clients who want to assess their corporate image, discover their perceived level of customer value, find new customers, understand the strengths and weaknesses of the competition, and supplement their market intelligence. Our power is in helping clients re-think established norms, eliminate internal biases, collect and analyze data and transform market research into actions that achieve superior business results.

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