

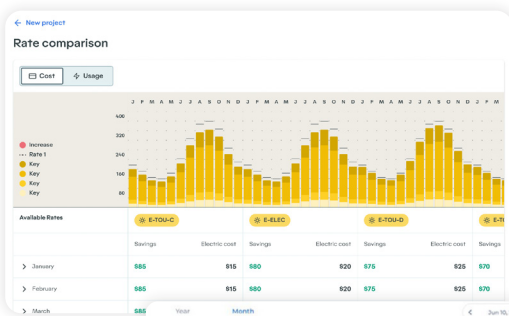
# Customer Journeys That Connect Energy Choices to Value

Appliance-level, revenue-grade energy insights **help customers make smarter energy choices** for their households, the grid, and the planet.

Bidgely and GridX have partnered to give energy utilities the intelligence and tools needed to turn passive customers into engaged energy participants.

By giving each household **appliance-level energy insights** about their usage with **real-time, highly accurate cost information**, utilities can deliver hyper-personalized engagement that connects energy choices to value clearly for customers.

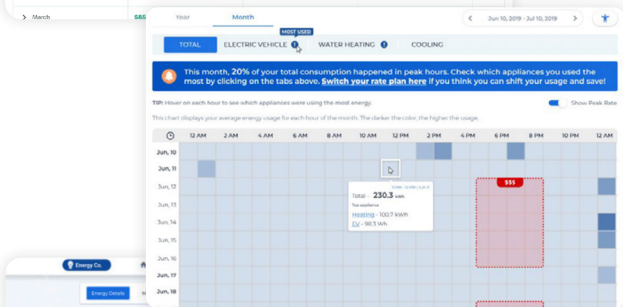
**Drive program performance and value** across both utility operations and customer journeys in the following ways:



## Increase TOU Rate Adoption

30% Increase In Awareness Of TOU Rates

Identify, target and engage customers with the right rate options and precise savings calculations based on their personal energy profiles, making it easy for your customers to choose the best rates for them.



## Leverage Customers for Load Shifting

300% ROI Potential For Load-Shifting

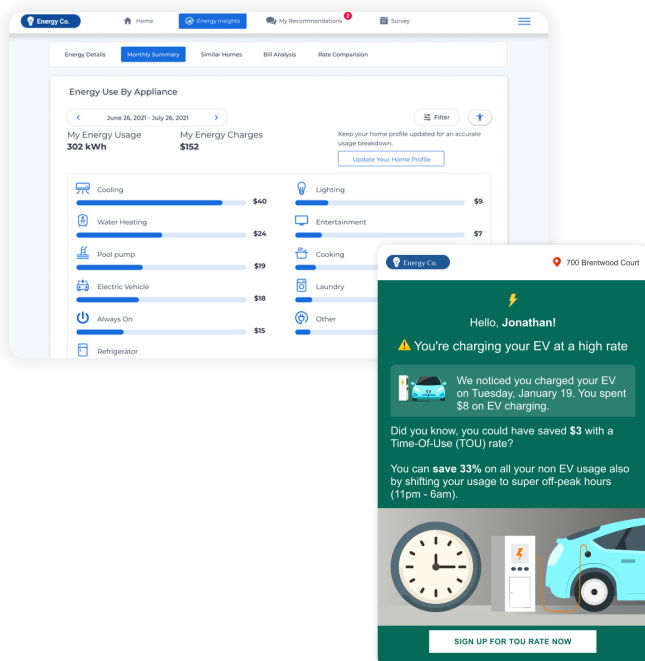
Turn your customers into grid assets. Inform, coach and incentivize them to modify use, save energy, shift EV charging, and more by connecting their choices to real-world costs.



## Leverage DERs for Demand Flexibility

Proven 75% EV Peak Load Shift

Reduce grid strain and enable Non-Wires Alternatives through real-world energy cost visualization of DER adoption such as EV and solar.



## Empower Customers

Penny-level Accuracy

Deliver granular usage and cost insights that lead to smarter energy decisions.

## Boost CSAT

+45 Increase In JD Power Rank

Build trust through pricing transparency, accuracy, rates education, and easy-to-understand billing.

## Reduce High-Bill Calls

50% High-Bill Calls Reduction

Give customers real-time, appliance-based energy cost intelligence, smart usage and billing alerts, delivered through preferred digital channels.

## Bidgely + GridX: Under the Hood



Bidgely enables energy consumers to understand their energy use across appliances and times of day as well as the impacts of those choices.

### AI-Based True Disaggregation:

Leverage artificial intelligence (AI) and advanced analytical models to disaggregate and itemize meter data across 12 appliance categories, such as heating/cooling, EVs, always-on power, and much more.

### Hyper-Personalized Engagement:

Deliver hyper-personalized experiences and Next Best Interactions that build trusted partnerships with customers and drive utility program performance by presenting the right messages and incentives at the right times through the right channels in the right context.

### Multi-Channel Engagement Platform:

Engage customers on their terms. Deliver consistent insights across:

- Email Alerts
- Digital and Paper HERs
- Web Portal Widgets



GridX enables energy consumers to understand how their behaviors and DER buying decisions impact their energy costs.

GridX is the only big data, flexible rate engine capable of modeling tariffs of all complexity. It is also the only to include an Accuracy SLA to ensure the credibility and accuracy of analysis so that customers will have enough trust to change their behavior.

GridX uses smart meter data to design, analyze and translate the impacts of new rates and programs to empower both utilities and consumers.

With GridX, utilities can:

- Allow consumers to stack behind-the-meter resources to drive behavior change and support electrification strategies.
- Run full-population batch analysis and deliver real-time billing capabilities to support associated use cases.
- Calibrate against any utility Customer Information System to ensure full accuracy.