bidgely + gridx
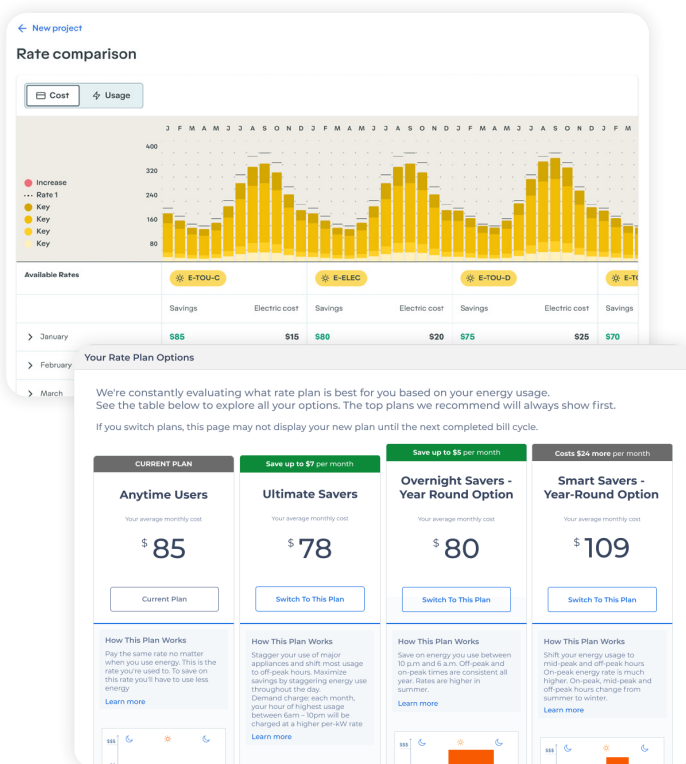
Advanced Rate Comparison and What–If Scenario Modeling

Give customers greater control of their energy costs to boost CSAT and align their choices to utility objectives

Bidgely and GridX have joined forces to give energy utilities appliance-level, hour-by-hour intelligence about how their customers are using energy alongside the real-time, penny-accurate costs associated with those energy choices.

Equipped with these behind-the-meter insights, utilities can empower customers with advanced rate comparison and what-if scenario tools for:

1. **Easily comparing rate and program options** to identify and select the right ones for their households

2. **Simulating future energy scenarios** (e.g. an EV purchase, upgrading an HVAC, or reducing always-on device consumption)

3. **Understanding the dollar impact** of these energy choices on their bills

Utility Value Opportunities
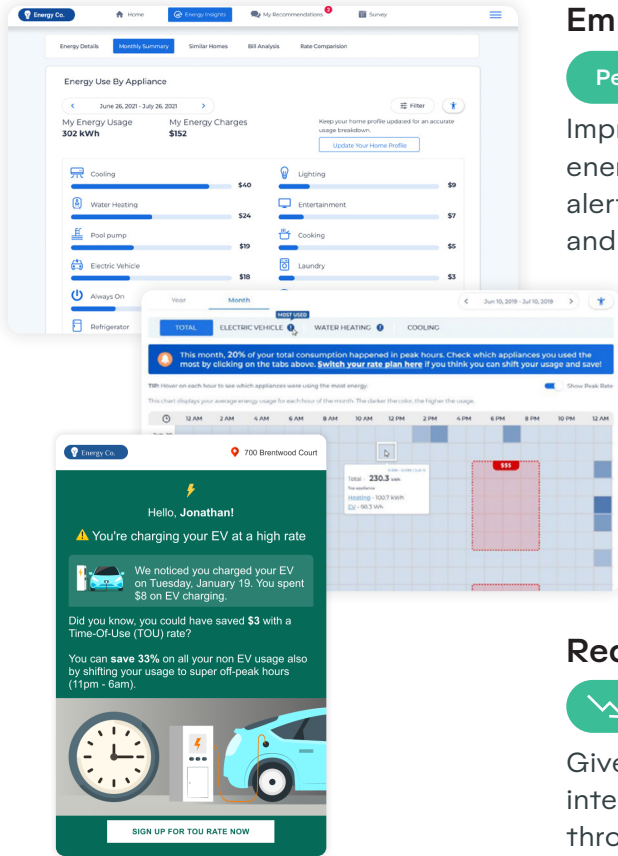

Boost Rate Awareness & Adoption

📈 **30% Increase In Awareness Of TOU Rates**

Educate customers with accurate costs for each appliance, then present 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.

Increase CSAT

📈 **+45 Increase In JD Power Rank**

Drive deeper engagement and more control by giving customers the comparison and analysis tools they need to make smarter choices about their energy use and appliance purchases.

Empower Customers

Penny-level Accuracy

Improve a customer's ability to manage their ongoing energy costs through bill insights and personalized alerts based on their detailed usage across appliances and time.

Leverage Customers for Load Shifting

300% ROI Potential For Load-Shifting

Turn your customers into grid assets. Inform, coach and incentivize them to choose rates that encourage energy use that contributes to a more predictable and manageable grid.

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.

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.

With GridX, utility customers receive personalized and insightful content so they can make the right clean energy decisions.

Real-time analysis and load modifiers answer what-if rate and cost questions regarding behavior change and behind-the-meter technologies, including the adoption of solar, EVs, heat pumps, battery storage, etc.