gridx® + bidgely

Rate Marketing

Recruit customers onto rates that deliver value on both sides of the meter through powerful analytics and personalized engagement

Creating and managing rates is challenging enough for utilities—*especially as industry complexity quickly outpaces what can be managed in spreadsheets*—but recruiting customers onto rates that deliver value to the customer and the utility system can be a struggle of its own.

GridX and Bidgely have partnered to give energy utilities **full-population rate analytics combined with behind-the-meter, appliance-level energy disaggregation** for every customer. Utilities are now able to target the right customers with the right rates and then engage them with personalized rate education and recruitment tools.

UTILITY VALUE OPPORTUNITIES

Offer Rates That Will Benefit Customers

📈 **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. Conduct full population rate analysis to ensure customers or segments aren't impacted in unexpected ways.

Tailor Rates for Custom Segments

📉 **20% Peak Shift for Customers on EV Rates**

Define customer segments based on appliance-level energy and cost intelligence about each customer. Then run customer analytics and rate calculations to align rates to strategic, regulatory and customer needs by segment.
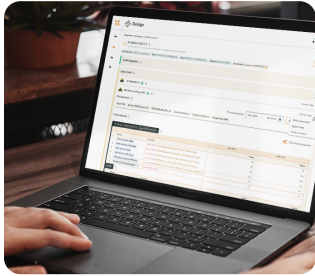
Boost Recruitment Through Personalization

Develop and implement hyper-personalized engagement campaigns that embed rate promotions within existing channels and in-context (e.g. high bill alert). Present next best actions to maintain or increase customer bill savings.

450K Logins to Rate Comparison Tool in 2 Years

Remain Agile in Rate Marketing

Analyze and evaluate rate performance against program objectives. Leverage rate and tariff definitions and their associated price tables, which were previously only available in the billing system, to easily modify rate parameters and analyze the impact across customers.

Avoid the 'Tax on God' Phenomenon

GridX + Bidgely: Under the Hood

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 features the ability to modify load to 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.

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