BIDGELY A LEADER IN CE/CX FOR UTILITIES

GUIDEHOUSE INSIGHTS LEADERBOARD: CUSTOMER ENGAGEMENT AND EXPERIENCE ANALYTICS 2023 SUMMARY

Market Overview

The August 2023 *Customer Engagement and Experience Leaderboard* is the first for Guidehouse, replacing the legacy Home Energy Management Providers Leaderboard with what analysts describe as a broader approach to the topic.

Though "the baseline requirement for competitors' inclusion is the provision of energy usage insights," analysts say that "discreet home energy management and behavioral energy efficiency programs have become "yesterday's news."

"Whereas energy usage intelligence was the foundation of stakeholder strategies just a few years ago—and still is to a large degree—conversations are shifting to more ambitious goals centered around end-to-end program management, smart home optimization, EV management, and complex rate analytics, among others. These principles underlie the assumptions and findings in the Leaderboard and its associated databook."

Conversations are shifting in large part due to evolving CE and CX market drivers that have gained momentum since the 2021 legacy HEM report, including:

- Evolving utility-customer relationships
- Proliferation of DER and smart devices
- Evolving regulations that prioritize CSAT scores
- Deregulated markets and greater customer choice
- TOU and complex tariffs/rates
- Contact-center inefficiencies

Vendor Rankings

Guidehouse ranked only three of 14 customer engagement and experience vendors as top-tier Leaders, emphasizing that "these providers stand out from the competition because of their technological sophistication, holistic product and use case portfolios, sizable customer bases, and relative geographic reach."

That said, analysts acknowledge that no one size fits all, and review each provider's unique differentiators. Bidgely's Leaderboard profile is included below.

Chart 1-1.   The Guidehouse Insights Leaderboard Grid
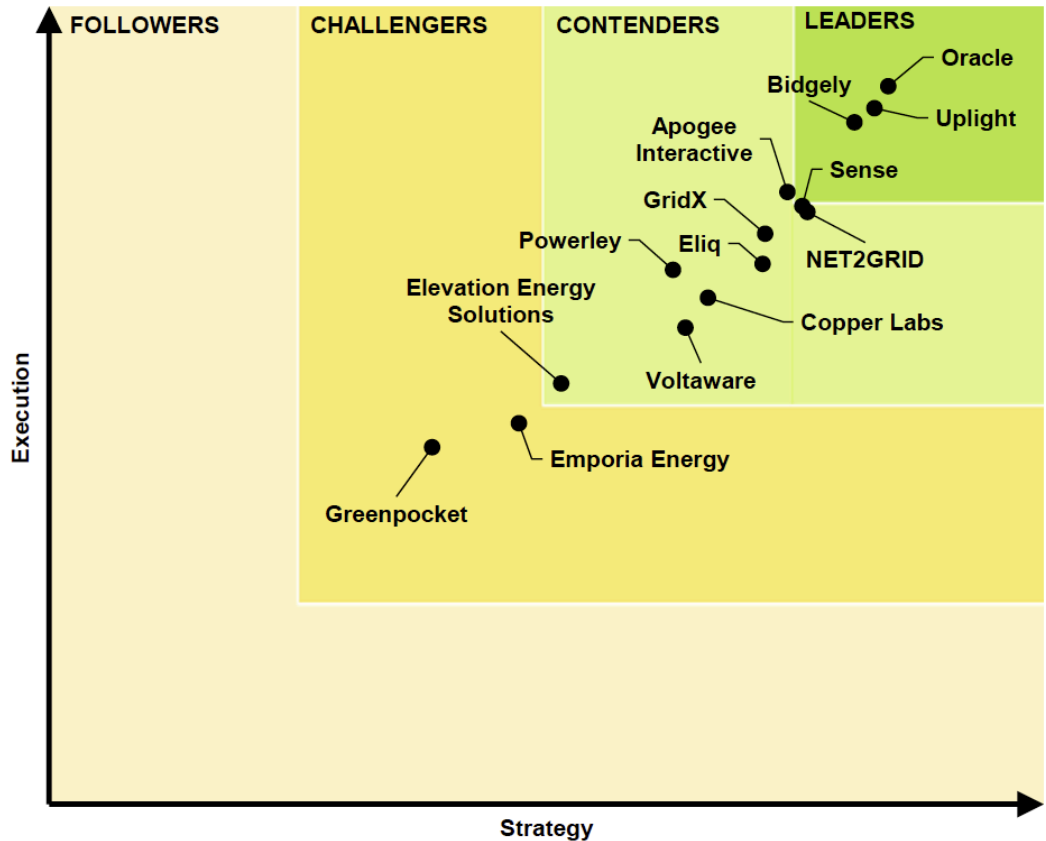
(Source: Guidehouse Insights)

Bidgely Leaderboard Profile

The following is a reprint in full of the Bidgely profile provided in the Guidehouse Insights Leaderboard.

Overall Score: 83.3

Strategy: 81.0

Execution: 85.5

Based in Mountain View, California (US), Bidgely is an energy intelligence SaaS provider focused on helping utilities use disaggregation, data, and AI to achieve their business and grid objectives and engage their customers. Founded in 2011, the company boasts 16 patents (accepted or in-process) for AI-based disaggregation data science.

Bidgely began its foray into the CE/CX space by delivering hyper-personalized energy usage insights and recommendations to homes with smart meters. It has since broadened its strategic vision in the name of business scalability (gas and water customers, small to medium sized businesses), technological innovation (dynamic, configurable solutions), and personalized customer journeys. It reports that it is the only vendor in the market today offering AI-based, true disaggregation,[1] citing the static, rudimentary data models (e.g., regression models, physics-based models, statistical analysis) used by other CX vendors as a point of technological differentiation.

Bidgely's UtilityAI disaggregation platform is the core of its entire product suite. Designed from the ground-up using an in-house rather than bolt-on approach, it delivers personalized insights based on actual customer energy use data, and encompasses products and modules that can be broadly classified into three engagement categories:

• Direct end-customer engagement such as alerts, paper reports, and web

• Call center optimization and support , such as widgets or portal

• Utility platform enhancement, such as widgets and APIs

Figure 4-2. Bidgely Product Portfolio
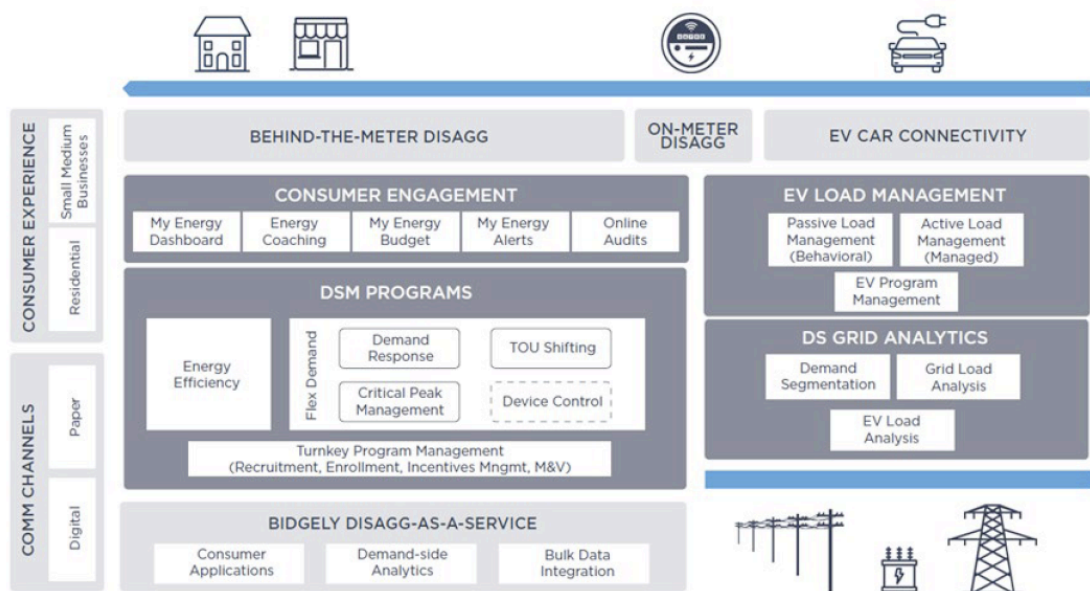
Bidgely's solution stack embeds energy intelligence across multiple applications

(Source: Bidgely)

The company has traditionally focused on direct end-customer engagement, including the provision of paper HERs, eHERs, consumer web portals, and call center tools, all of which are described below.

[1] According to Bidgely, "True Disaggregation is the process of breaking down premises-level energy consumption data on a device-by-device (or category) basis to isolate what appliances and energy habits are contributing to the total consumption. Each appliance type has its own unique signature, which is detected by AI algorithms utilizing energy-use data, weather data, and dwelling data to identify and track true customer behavior through their actual appliance usage across time."

- **Paper HERs:** Bidgely's platform references the customer's unique energy profile/persona(s) and determines which specific features from Bidgely's HER Features Catalog should be included. All paper reports come with an option for the user to scan personalized QR codes for no-login web portal access.

- **eHERs and Smart Alerts:** Utility-branded digital alerts are generated by Bidgely's Next Best Interaction engine2, including those for EE journeys, CX journeys, EV journeys, and DR journeys. Through a combination of routinely scheduled and dynamically triggered alerts, customers receive tailored insights and recommendations according to their usage and needs.

- **Consumer web portals and widgets:** White labeled solution to engage energy customers with a set of personalized insights, recommendations, and services associated with their energy accounts. Key features include bill itemization, similar home comparison, bill analysis, rate comparison, activity maps, recommendations and savings tips, and built-in engagement reporting. These tools are available as a standalone portal or as widgets that can be integrated into existing customer portals.

- **CARE call center solution:** Available as a standalone portal or embeddable widgets (e.g., Salesforce integration). Bidgely has developed tools to provide call center agents with detailed customer energy use insights to resolve billing, program, and general inquiries. Capabilities include high bill analyzer, co-browsing, enrollment assistance, and engagement history.

Building upon its established positioning in the (traditional) CE space, Bidgely's Analytics Workbench was developed to support utility-side operational use cases. The modular BI tool uses appliance disaggregation algorithms to generate behind-the-meter (BTM) insights in support of a wide range of utility applications, including grid analytics, EV analytics, rate design, load research, soft M&V, and DSM targeting & market segmentation.

Bidgely has been particularly focused on enhancing its EV analytics capabilities, including support for EV-specific behavioral load shifting engagement. This culminated earlier this year with the release of the company's turnkey managed charging offering. Developed as mobile-first and to be integrated, the active, telematics-based managed charging option allows customers to access telematics functionalities directly via email alerts and notifications (without needing to install a separate mobile app). Bidgely reports that its AMI-based targeting and recruitment capabilities are a key differentiator, as it can detect EVs with greater than 90% accuracy and segment EV-owning customers based on their particular charging behaviors.

Table 4-2. **Bidgely Partnerships**

Partner	Description
Salesforce	Integrates Bidgely insights into Salesforce Marketing Cloud and Service Cloud
GridX	Integrates GridX's billing-grade rate engine with Bidgely's disaggregation insights
Kubra	Integrates Bidgely technologies into Kubra operational account management (bill pay, outage management, connects "my account")
EFI	Offers Bidgely enriched marketplace capabilities
Itron	White labels Bidgely's EV and solar detection agents, providing inroads to the nascent second-generation smart meter market
NISC	Provides Bidgely the ability to sell into downstream cooperative markets
Moro Hub	A strategic player in the Gulf Cooperation Council countries of the Middle East, that provides Bidgely with regional market opportunities

(Source: Guidehouse Insights)

Bidgely mostly develops, delivers, and supports its products in house. The company does not currently use system integrators or third-party sellers for its standalone products, though it does benefit from several business and technology partners that leverage or contribute to its Go-To-Market, Technology, and Sales & Marketing strategies.

Bidgely has contracted with ~40 utility clients (30 active customers) in support of ~30 million endpoints. While most of its customers reside in North America, the company has increased its share of international customers in recent years throughout Europe (Edison, Electric Ireland, Sorgenia, VSE), India (BSES Rajdhani Power Limited), Australia, and the Middle East. Its partnership network, highlighted above, promises to facilitate improved sales opportunities across both international (Moro Hub) and downstream (NISC) markets moving forward.

Bidgely's impressive market traction is partially a function of its nearly unmatched marketing prowess; the company's perceptive approach to promoting brand awareness is one of its greatest strengths. It also reports several notable key performance indicators (KPIs) to illustrate its market competitiveness and viability, such as 85% (end customer) CSAT, 95% customer retention (which has never been displaced), and +43 executive net promoter score. The company recently announced that it had reached the milestone of helping utilities save 1 TWh of energy through CE programs.

The company cites its technological and performance-based differentiators as rationale behind several brownfield (i.e., conversion) wins. Bidgely reports having replaced or augmented Oracle/Opower (Rocky Mountain Power, Pacific Power, SDG&E), Uplight (Georgia Power, NV Energy), Franklin (Entergy New Orleans), and others over its tenure.

Its pricing model mirrors most of its SaaS competitors in the space, consisting of onetime onboarding and implementation fees, along with annually recurring (per-meter) license fees. While some competitors offer cheaper solutions on a per-meter basis, Bidgely mentions that this has not been a major obstacle in RFP solicitations given its emphasis on technological sophistication and outcome-oriented sales strategies.

www.bidgely.com

[2] *Identifies the optimal energy insights and recommended actions for each customer at a given point in time, delivering combinations of unique insights and actions. A string of "Next Best Interactions" (NBIs) delivered over time through the customer's preferred channels, is what the company refers to as a hyper-personalized customer journey.*

Learn more about the capabilities that make Bidgely a CE/CX leader?

Contact us to speak with a representative or see a demo of our CE/CX solutions.

Download Bidgely's CX 2.0 Platform Solution Brief.