

NISC PARTNERS WITH BIDGELY

To Drive Digital Transformation For Coop Members: Lessons Learned at Wake Electric Membership Corporation

A Case Study



National Information Solutions Cooperative (NISC) is an IT platform provider that empowers its rural utility cooperative member-owners with a wide-range of technology solutions.

SmartHub is the company's proprietary web and mobile platform. It provides utilities with not only easy-to-understand bill and account management and outage/issue reporting tools for their members, but also a means to gauge consumer interest in new services and increase program enrollment.

In 2021, NISC partnered with Bidgely to upgrade and enhance the SmartHub platform to empower consumers with detailed breakdowns of their energy consumption by appliance and provide personalized recommendations. These enhanced insight-driven capabilities were designed to be both cost-effective and rapidly scalable to all NISC member utility smart meter customers.

Wake EMC has been an early adopter of NISC's new and next technologies and were the first NISC members to implement NISC's next generation SmartHub solution, enhanced by Bidgely insights.

Serving seven counties in central North Carolina, Wake EMC has a large and diverse membership and is the fastest growing coop in the state. As such, it is eager to deploy technology that enhances cooperative-consumer communication.

“Our members are demanding we provide them with intuitive tools so that they can do what they need to do without having to come into the office or even give us a call,” said Scott Poole, Vice President of Customer Service at NISC Member Wake Electric. “These technologies allow us to give that capability to our members.”



THE SOLUTION

Wake EMC deployed NISC’s SmartHub with Bidgely insights in order to place more information and controls in the hands of the consumer and provide meaningful, appliance-specific and personalized education about kWh consumption to its members. Both strategies were viewed as a means to reduce the volume of high-bill complaint calls and improve overall customer satisfaction.

The cooperative promoted the solution as a smarter SmartHub which would help its members better understand their energy use and save money on their energy bills.

“Through your SmartHub application, you’ll be able to not only view your usage, but also see a breakdown by appliance to help you understand where your home is using the most energy every day.”

Bidgely's integration with SmartHub includes the following customer-centric and data-driven features:



Monthly Summary - a smarter energy bill featuring an itemized appliance-energy-use cost breakdown so that members can understand their spending habits.



Energy Detail - Detailed charts illustrating itemized energy usage and spending at various timescales with kWh and dollars graphed against temperature.



Bill Analysis - Month-over-month billing comparisons that enable members to evaluate the impact various appliance categories have had on their bill over time.



Similar Home Comparison - Comparisons of a member's energy usage to that of similar homes over time - both at the appliance and whole-home level - designed intentionally to motivate members to become more efficient than their peers.



Build Your Home Profile - A self-service online survey used to fine tune appliance itemization and personalize recommendations.



Top Tips for You - Energy savings tips personalized for each member to present relevant recommendations.

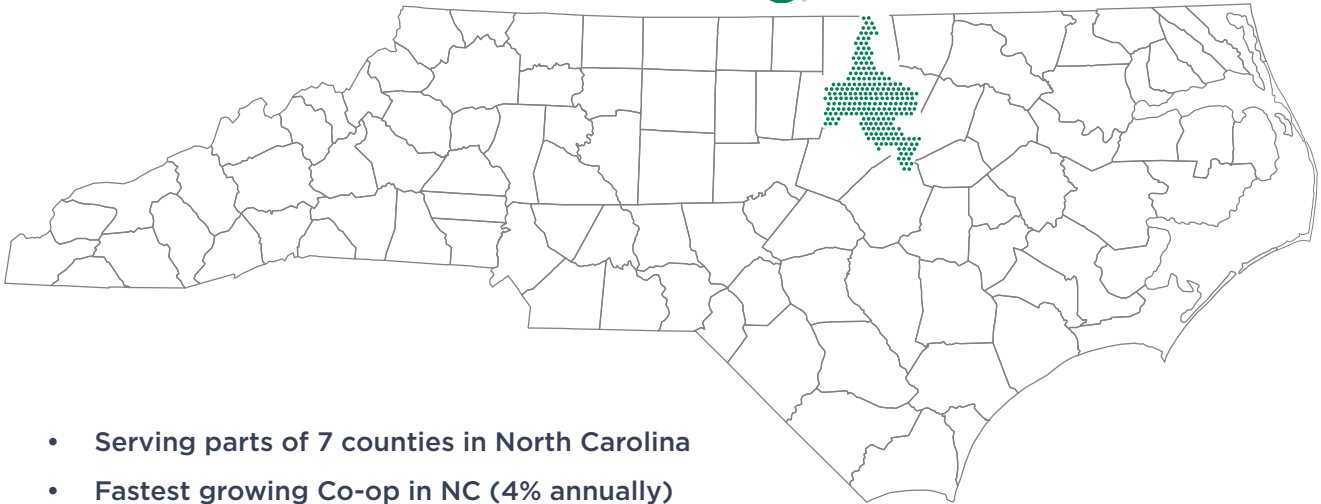


Seasonal Alerts - Emails sent in advance of the winter and summer seasons featuring personalized energy savings tips relevant to the time of year.



High Usage Alerts - A warning email triggered whenever a member's usage is abnormally high, with an easy click-through for them to review their latest usage patterns.

The platform will also soon feature Budget Threshold Alerts to warn members when their energy consumption is approaching a pre-set budget limit and energy flow details to show solar generation and NET exports.



- Serving parts of 7 counties in North Carolina
- Fastest growing Co-op in NC (4% annually)
- 3,500 miles of line (50% underground)
- Approximately 52,000 meters
- 20 substations

COMING SOON: NEW FUTURE-READY SMARTHUB FEATURES

Recognizing that electric vehicle (EV) adoption is increasing across NISC member utility service territories, Bidgely and NISC will soon expand their energy intelligence offerings to include a range of EV tools.

Leveraging Bidgely's industry-leading EV disaggregation technology, NISC member utilities will be empowered to precisely identify which of their members are EV drivers and determine their charging patterns. Bidgely is able to identify charger types, charger amplitude, typical hours when EV charging happens, if charging is occurring on a schedule, and monthly EV consumption.

Throughout a member's car ownership journey, NISC cooperatives will be able to leverage smart meter insights to inform personalized outreach to each driver – including regular summaries of charging activity and EV energy costs. This regular cadence establishes an essential collaborative relationship between drivers and energy providers as the new fueling station, which will become an imperative to mitigate EV-related grid instability as adoption scales.

CONCLUSION

When it comes to enhancing customer-facing programs, co-ops have traditionally had to rely on static data that was too quickly out of date and/or representative of only a limited sample of their membership base. To deliver the relevant and personalized interactive digital experiences consumers are demanding today, NISC and Wake EMC are demonstrating the power of AI and data-driven software solutions to increase CSAT, reduce call volume and deepen member engagement.

To learn how you can integrate Bidgely's energy insights into your service platform to enhance customer experience, reach out to sales@nisc.coop, or learn more about the patented data science behind the technology by visiting

<https://go.bidgely.com/contact-us>