



# FLEX DEMAND: TOU Engagement

PREDICTABLY SHAPE LOAD THROUGH PERSONALIZED TOU ENGAGEMENT

## Aligning Value on Both Sides of the Meter

Time-of-use (TOU) rates can do something wonderful!

They have the potential to align value on both sides of the meter—when utility supply is most readily available, consumers save more on their energy costs.

In recent years, time-of-use (TOU) rates have helped electric utilities shave energy demand during peak hours by incentivizing customers en masse to shift use to time periods supported by cheaper baseload production—Run your dryer after 9:00 pm, please!

But as distributed energy resources (DERs) such as solar and electric vehicles (EVs) increasingly come onto the grid, load curves could become as varied as the weather or consumer behavior.

There are also [energy cost disparities across customers relative to how they use energy](#), what DERs they can afford—like rooftop solar—and how those energy options align to grid costs associated with generation, transmission and distribution.

One-size-fits-all TOU billing cannot adequately address this increasingly dynamic load demand, similar to how one-size-fits-all flat billing could not adequately reflect the actual costs of generating electricity on-peak vs. off-peak.

Bidgely is taking the TOU value proposition to the next level, boosting its load management impact by giving utilities behind-the-meter customer intelligence and engagement tools that align the right rate options with customers' lifestyles, priorities, and pocketbooks in order to shift load more effectively.

# Bidgely Flex Demand: TOU Engagement and Much More

Bidgely's FLEX DEMAND solution set brings together TOU engagement, peak event optimization, and EV load shift into a centralized platform for managing load effectively on the emerging grid of the future.

FLEX DEMAND is rooted in Bidgely's patented, AI-enabled disaggregation technology, which accurately breaks down meter data into 12 appliance categories on a per-household basis. With this behind-the-meter truth, utilities can then engage customers as "segments of one" to deliver right-fit rates, alerts, incentives, behavioral coaching, and more.

FLEX DEMAND includes three core load management components all available as individual solutions or connected as a unified demand management platform:

## 1. TOU Engagement

Target the right customers with rate options that best align to their energy profiles, enroll and onboard them to see value quickly, and then coach them to achieve optimal, predictable load shift results across home and EV loads.

## 2. Peak Optimization

When peak events happen, be ready to engage and incentivize the highest impact customers to reduce or shift demand quickly by delivering hyper-personalized touchpoints across critical peak pricing (CPP), behavioral demand response (BDR), and other peak-event tools.

## 3. EV Load Shift

As electric vehicles inundate the grid, Flex Demand offers utilities a suite of engagement tools specific to EV owners—from opt-out alerts to opt-in managed charging—that turn their vehicles into true energy resources.

This solution brief focuses on TOU Engagement.



# FLEX DEMAND: A Better TOU Journey


FLEX DEMAND increases TOU value for both customer and utility by enabling personalized TOU Engagement. Customers get relevant TOU rate offers and coaching touchpoints based on their personal energy profiles, and as a result, utilities can boost the load-shift performance of a specific rate, while also becoming a more trusted energy partner for the customer.

## Disaggregation-Based Targeting


Bidgely's patented load disaggregation sets the stage for TOU engagement by leveraging AMI meter data, supplemental utility-contributed consumer data, and artificial intelligence algorithms to give detailed visibility into:

- Major appliances owned by customers. (Across 12 categories.)
- When customers are using these appliances. (Down to the meter read interval.)
- How much usage each of these appliances represent.
- Behaviors such as frequency, run-time, and efficiency.
- Additional appliance attributes such as run time, frequency, efficiency and power draw in kW.


**BIDGELY'S AI-POWERED DISAGGREGATION**




Behind-the-meter visibility




11 appliance categories



30M+ homes to learn from




40 global utilities

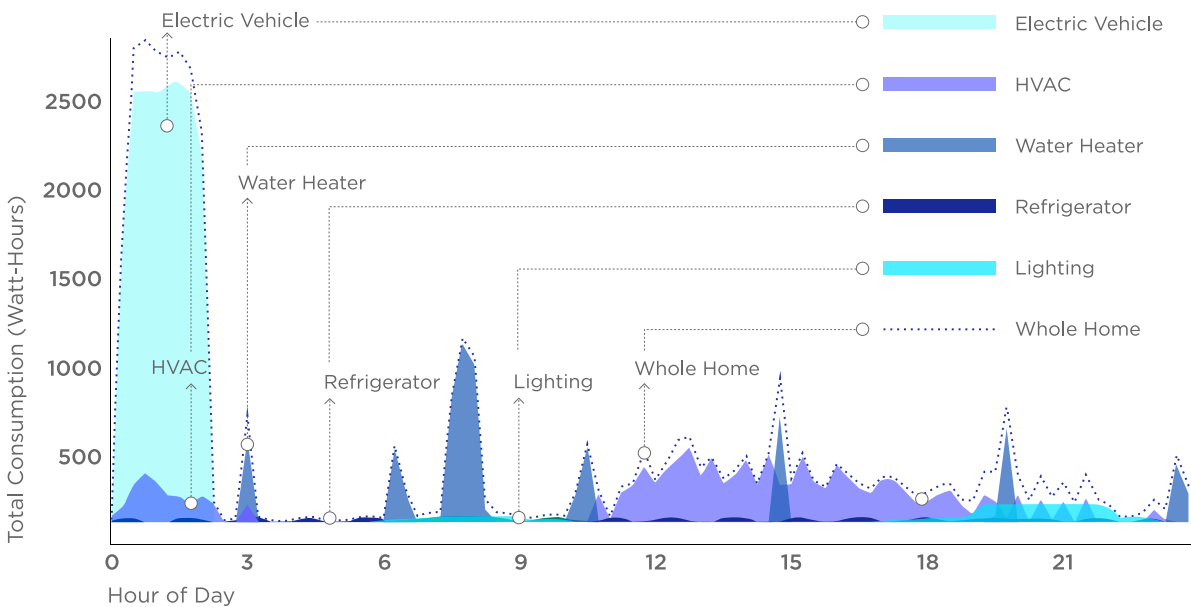


16 Energy-focused patents

No hardware required and infinitely scalable



This detail is then used to build the most advanced customer energy profile in the industry, which utilities can use to identify the highest-value customers for specific TOU rates and then help those customers maximize the benefit of the new rate through hyper-personalized engagement and coaching.



*Bidgely's advanced appliance-level disaggregation, based on AI-enabled data science and backed by 16 patents, can give energy providers deep behind-the-meter visibility into the needs of each customer.*

## Adoption: Pair customers with the right TOU rates through personalization

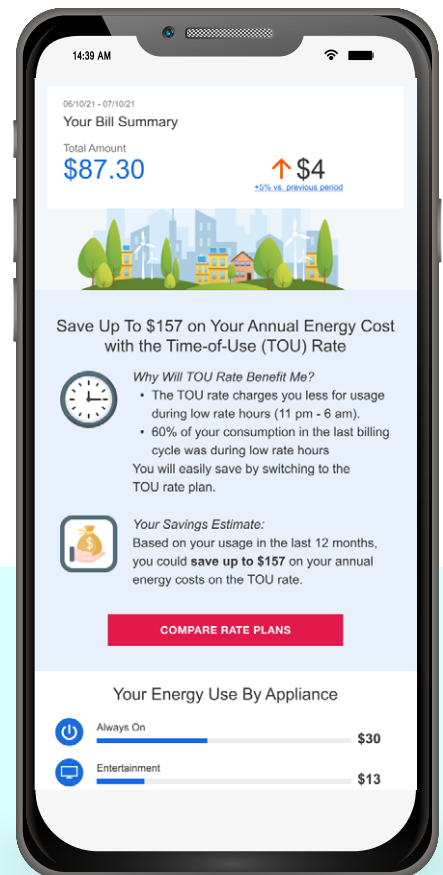
For decades, consumers have paid flat or tiered rates per kilowatt hour, so transitioning to time-based rates can be an unfamiliar and complicated experience.

When implemented poorly, changing rate structures can inadvertently lead to confusion and bill increases—which undermine customer satisfaction, trust in the utility, and perceived value of the TOU rate.

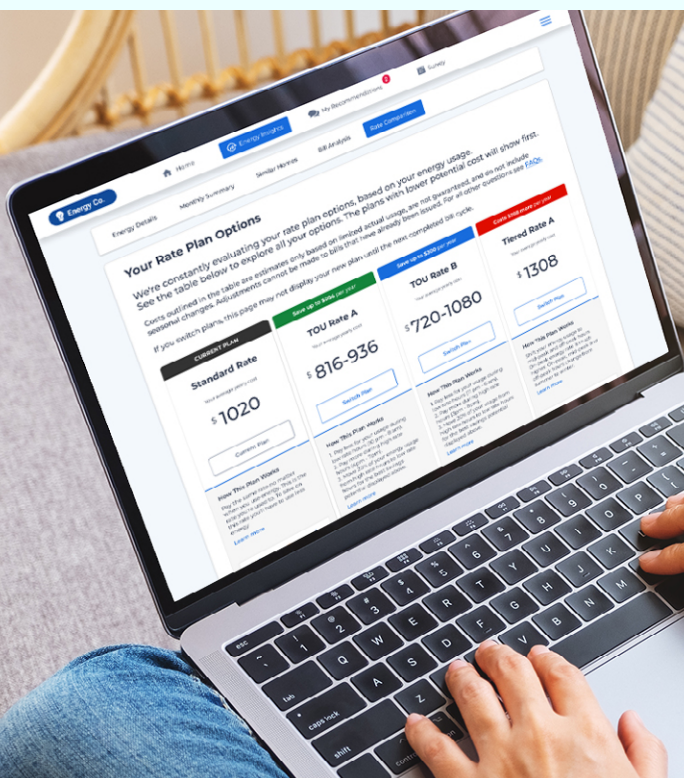
Bidgely equips utilities to boost TOU rate adoption by ensuring the rate options delivering the highest benefit or potential savings to customers based on their unique load profiles are promoted through education and engagement tools such as:

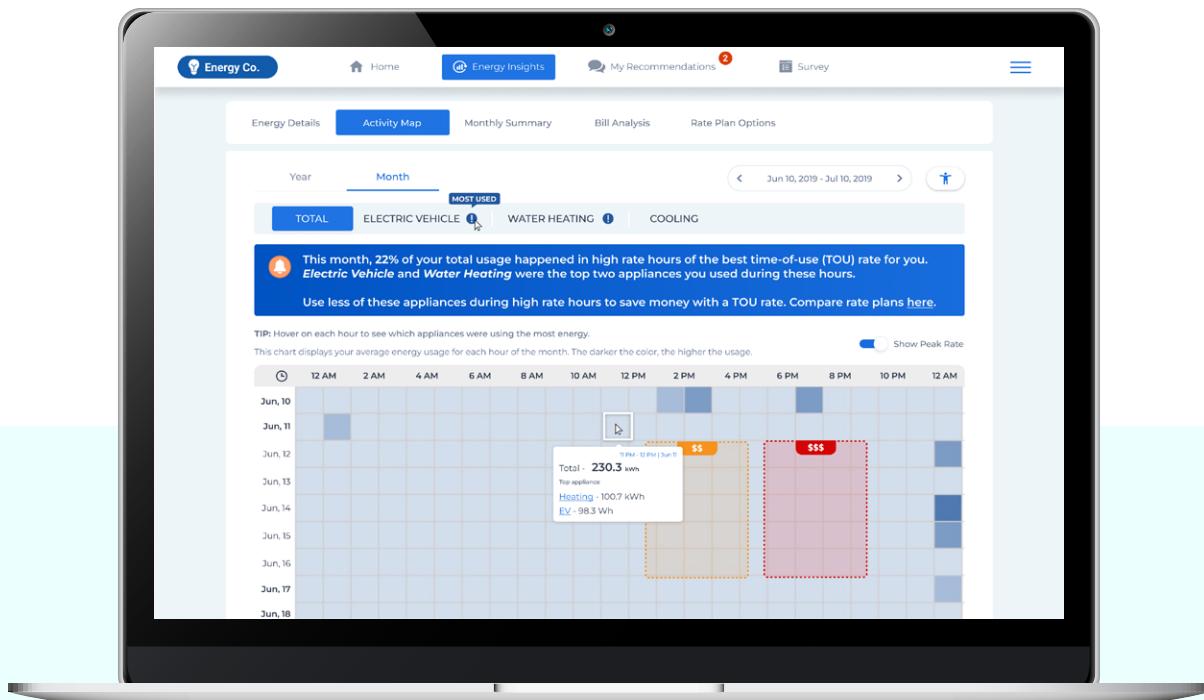
**Monthly Summary emails with embedded TOU recruitment** that encourage TOU adoption by breaking down costs and explaining how adopting a TOU rate can deliver potential savings.

**Web Recruitment** that educates customers about TOU rate options available to them, and how switching might impact their energy costs. These insights can be easily integrated into existing, trusted customer websites or portals as widgets to reduce customer engagement friction. Or, for utilities that need a more comprehensive out-of-the-box solution, TOU recruitment insights are available through the standalone Bidgely web portal.

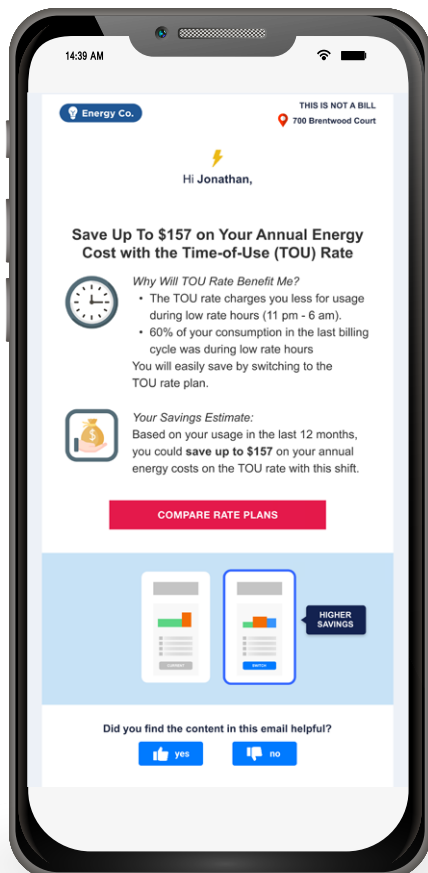


**RATE COMPARISON (TOU):** Empower customers make informed decisions about the optimal rates for them through in-depth comparisons of rate plans, including: estimated costs on each rate, range of potential savings, switching vs. shifting load, and value delivered to the customer. (See below.)





ACTIVITY MAP WITH BEST-TOU OVERLAY: Through disaggregation, Bidgely is able to educate customers about the potential benefits of a TOU rate based on their actual appliance-level usage by the hour. By comparing actual use and potential under a better rate option, Bidgely equips consumers to visualize the benefits of the recommended rate, and any potential load shift actions and related savings. (See above.)



**Best Rate Alerts** that show a comparison between the customer's current rate and the TOU rate if it benefits customers to switch. These alerts will have configured call-to-action that can drive the user to the relevant public web page to maximize enrollment into the TOU rate plan.

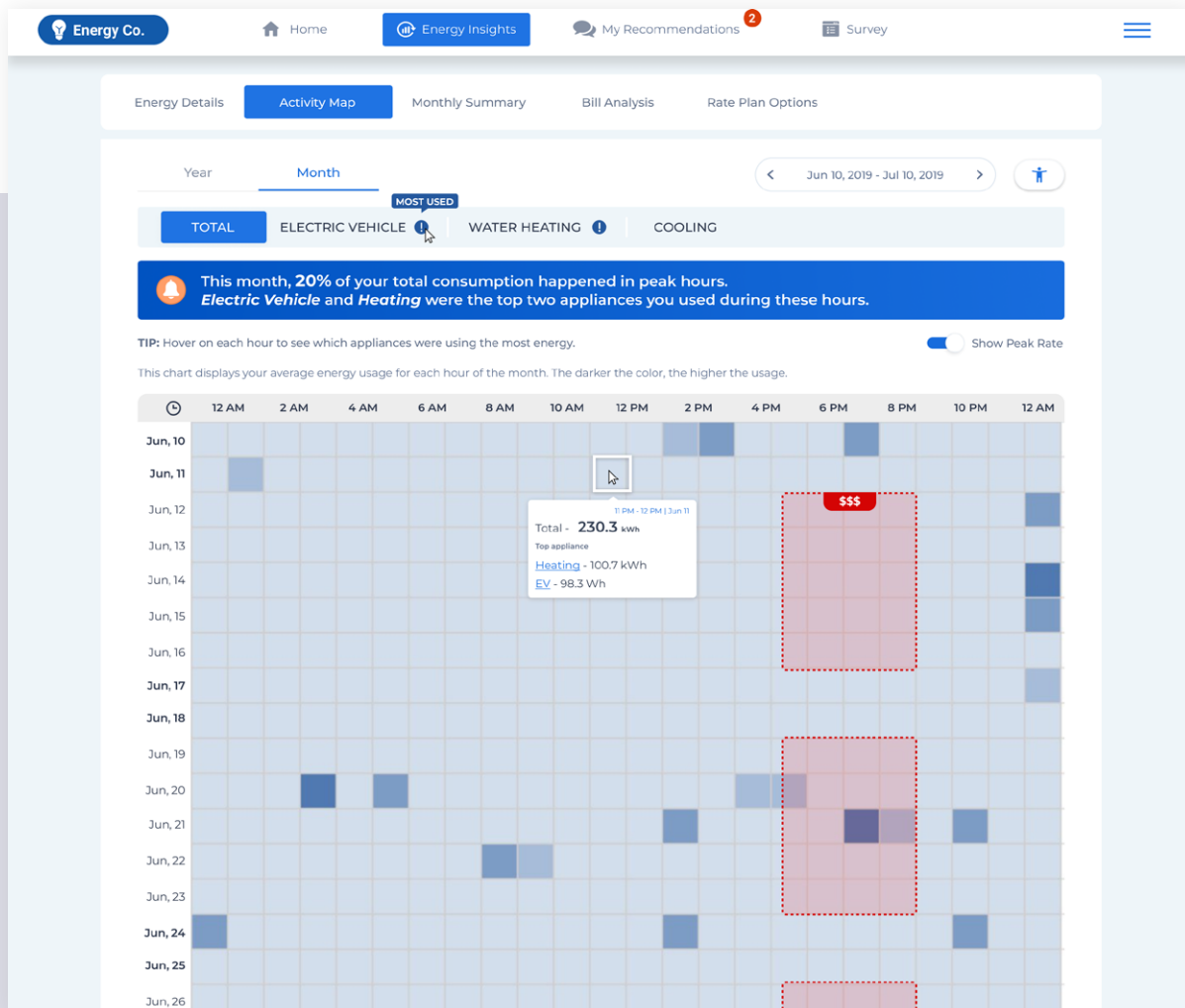
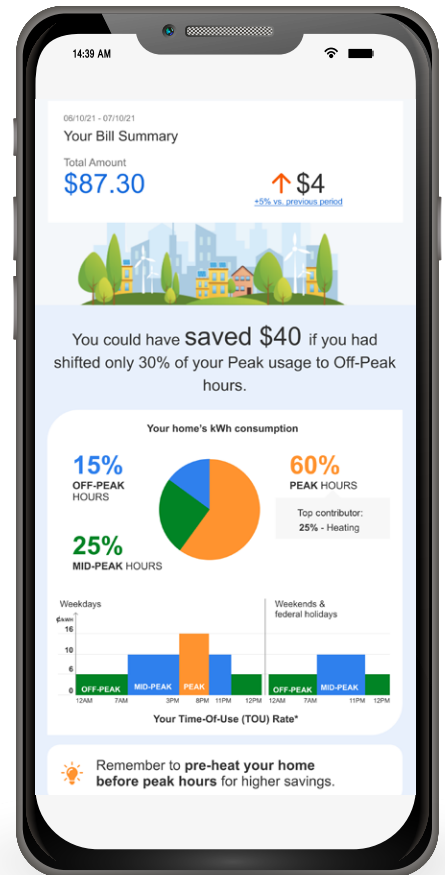
# Engagement & Coaching: Maximize TOU value on both sides of the meter

Once customers have committed to a TOU rate, FLEX DEMAND enables utilities to move seamlessly into coaching, leveraging the same familiar engagement tools. But now these touchpoints focus on personalized insights and recommendations to better align customers' behaviors—such as doing laundry, heating / cooling their homes, charging EVs, etc.—with rate benefits.

Our TOU Engagement & Coaching module includes:

**Monthly Summary alerts** that break down usage over current TOU rate time bands, spotlight which appliances are driving a customer's peak usage, and provide relevant insights to help the user achieve savings by shifting load to off-peak times. (See *right*.)

**Web Modules** that expand on the same functionalities customers had prior to enrollment with additional usage charts and an activity map. This continuity in the digital experience for customers helps boost buy-in of the rate and increase C-SAT. Post-enrollment, the usage charts also display TOU-specific cost visualizations, and the activity map includes an overlay of the TOU pricing periods. (See *below*.)



Over time, as customers are coached to maximize the benefit of their TOU rates, perceived value and trust increase. And with this better-engaged customer base, comes:

- Greater and more reliable load shift value from the TOU Engagement
- Increased alignment between utility T&D priorities and customer priorities
- Higher customer empowerment and control over personal energy costs.

## EV TOU Journeys

The TOU Customer Journey is also available within our FLEX DEMAND: EV Load Shift solution as well, and offers the same capabilities for targeting, engaging, and coaching EV owners to adopt EV-focused TOU rates.

Energy Co. 700 Brentwood Court

Hello, Jonathan!

### YOUR MONTHLY EV TRACKER

June 1, 2022 - June 30, 2022

Why & how is my EV charging monitored?

You spent **\$150** on EV home charging last month

LAST MONTH: **\$150**

PREVIOUS MONTH: **\$140**

+10%

You're averaging \$100 per month on EV home charging in the last 12 months.

60% of EV home charging occurred during peak hours.

60% PEAK HOURS 3PM - 9PM

40% OFF-PEAK HOURS 9PM - 3PM

SEE MY HOURLY EV CHARGING

Earn up to \$200 by installing the ev.energy app and signing up with referral code EARN200.

Download on the App Store | GET IT ON Google Play

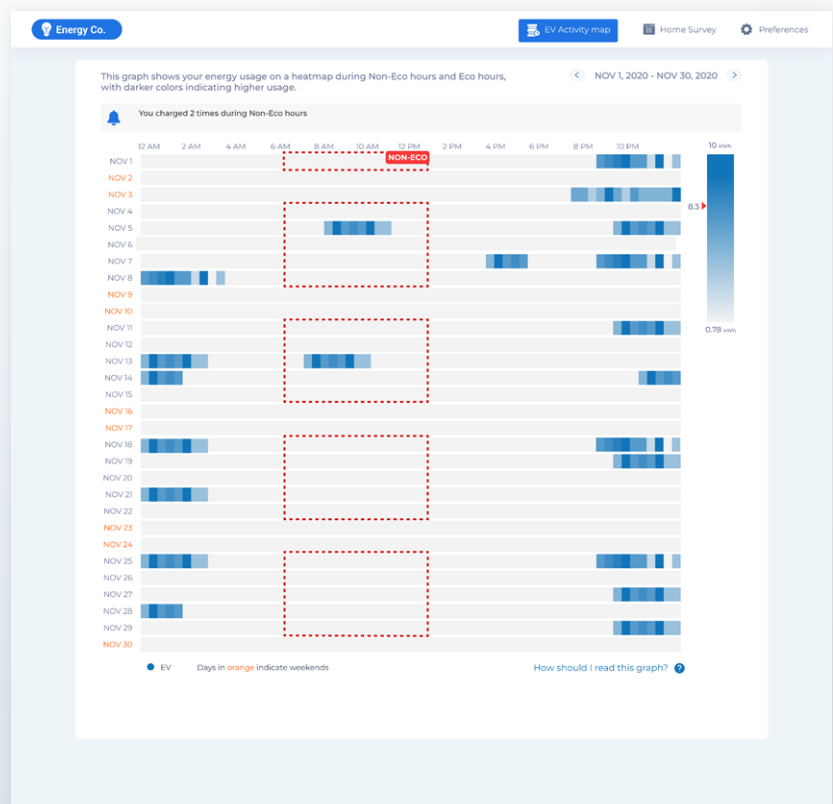
I don't have an EV | I don't charge my EV at home

Help us create more personalized insights for you by completing your home profile!

- EV Ownership
- EV Charger Type
- EV Model

COMPLETE NOW

MOBILE



Energy Co. Home Energy Insights My Recommendations Survey

Getting to know your home

### Do you have an Electric Vehicle?

Pick One

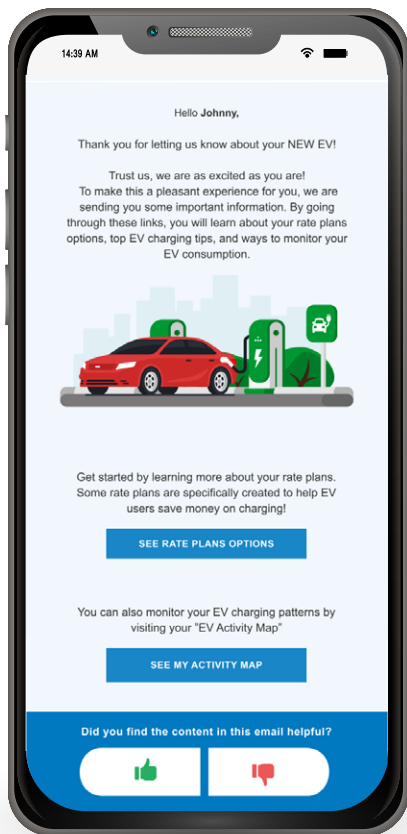
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## Utility Case Study: TOU Recruitment for EV Owners



Faced with an increasing number of EVs on the road, an investor-owned utility in the Northeastern U.S. thought customers with EVs would be ideal candidates for time-of-use (TOU) rates they had available, to help these customers reduce peak-time charging. With this objective in mind, the utility chose Bidgely's EV TOU solution to identify and target the right customers to enroll.

Bidgely's patented EV Load Disaggregation leverages AMI meter data and machine learning algorithms to detect which customers have electric vehicles in the utility's territory and when they are charging in order to build an EV profile unique to each customer.

Launched in Q3 2022 at the utility, the solution starts engagement with all EV owners by sending a monthly tracker email summarizing their charging information and monthly spend on EV charging, along with other relevant information. As part of this Monthly Tracker email, Bidgely promotes the utility's TOU rate plans, including Short Peak, Late Peak, Early Peak, and Overnight plans, to those EV users who are not already enrolled.

To maximize program uptake, the emails drive customers directly to the relevant utility web page to complete their enrollment into the promoted TOU rate plans. Promotion does not stop with getting users enrolled, but continues as they progress through their TOU journey by coaching customers on how to best leverage the new rate and its incentives.

## Need help with your TOU strategy?

TOU rates hold significant potential in aligning customer incentives with those of utilities and should be a key strategy for every utility looking to build a more flexible grid for the future.

Bidgely can help you achieve this alignment through our FLEX DEMAND platform and TOU Engagement tools.

For a FLEX DEMAND demo or to speak with a Bidgely representative, [contact us](#).

For more TOU strategy inspiration, download Bidgely's [TOU Playbook: Leveraging AMI Data for Successful Time-of-Use Rate Implementation](#).