GridX

RATE MARKETING AND CUSTOMER EDUCATION CHALLENGES

Utilities face several challenges when designing, marketing, and educating customers on new rate plans. Meeting the objectives of new rate programs requires a detailed analysis of how new rates will affect each customer. GridX Rate Marketing performs full customer population rate analysis, showing which customers will experience a bill increase, a bill decrease and by how much. Allowing Utilities to target their customer outreach more effectively to meet program objectives.

GRIDX RATE MARKETING

Accurately indicates which customers will have a bill increase, decrease, and by how much, when comparing two or more rate plans.
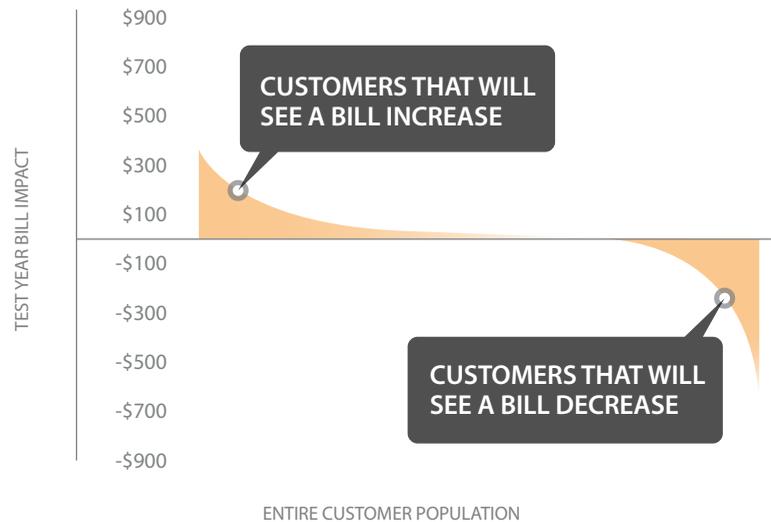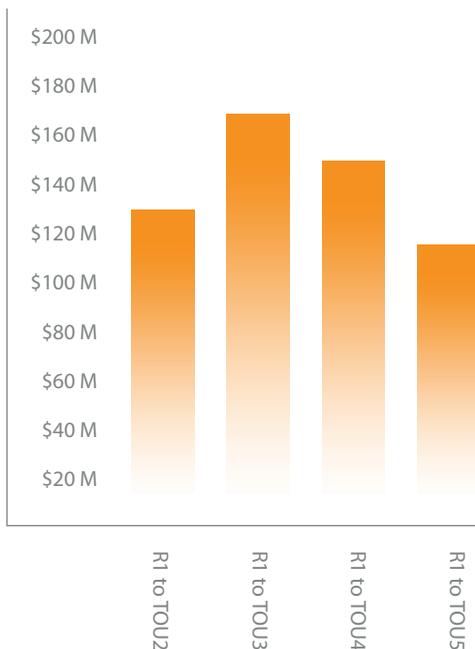
KEY FEATURES

▸ **WHOLE POPULATION RATE COMPARISON** based on actual and hypothetical interval usage.

▸ **ANALYZE MILLIONS OF CUSTOMERS'** individual bills over a single month, year, or other timeframe.

▸ **IDENTIFY** personalized customer bill impact for the entire customer population on multiple rate plans.

▸ **ANALYZE UTILITY REVENUE IMPACT** when introducing new rate plans.

▸ **EXPORT** to Excel or pdf format.

GRIDX RATE MARKETING

ACTUAL AND HYPOTHETICAL BILL AMOUNTS ARE CALCULATED FOR ENTIRE CUSTOMER POPULATIONS ON MULTIPLE RATE PLANS SIMULTANEOUSLY. *PROVIDING UNPARALLELED INSIGHT TO MEET RATE MARKETING AND DESIGN OBJECTIVES.*

‣ UTILITY REVENUE IMPACT DUE TO RATE TRANSITIONS

TEST YEAR BILL IMPACT

$900
$700
$500
$300
$100
-$100
-$300
-$500
-$700
-$900

CUSTOMERS THAT WILL SEE A BILL INCREASE

CUSTOMERS THAT WILL SEE A BILL DECREASE

ENTIRE CUSTOMER POPULATION

$200 M
$180 M
$160 M
$140 M
$120 M
$100 M
$80 M
$60 M
$40 M
$20 M

R1 to TOU2
R1 to TOU3
R1 to TOU4
R1 to TOU5

BENEFITS

‣ GAIN GREATER INSIGHTS show which individual customers will experience a bill increase and a bill decrease and by how much.

‣ SEGMENT CUSTOMERS based on the best rate plan.

‣ TARGETED CUSTOMER MESSAGING leading to more effective marketing.

‣ ANALYZE UTILITY REVENUE CHANGE based on customer adoption of multiple rate plans.

‣ IDENTIFY CHARACTERISTICS among customers experiencing bill increases and decreases.

‣ SUPPORT INTERNAL ANALYSIS for the entire customer population over one month, year or other time frame.

‣ INTUITIVE AND EASY to use interface.