



Facilitating a successful hand-off

Using digital tools to help customers benefit from the right rate

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Play-by-play (agenda)

- **Starting Field Position**

How do customers think about rates?

- **Give Customers the Playbook**

Put digital one-stop-shops in their hands

- **Go on the Offensive**

Communicate early and regularly

- **Touchdowns for everyone**

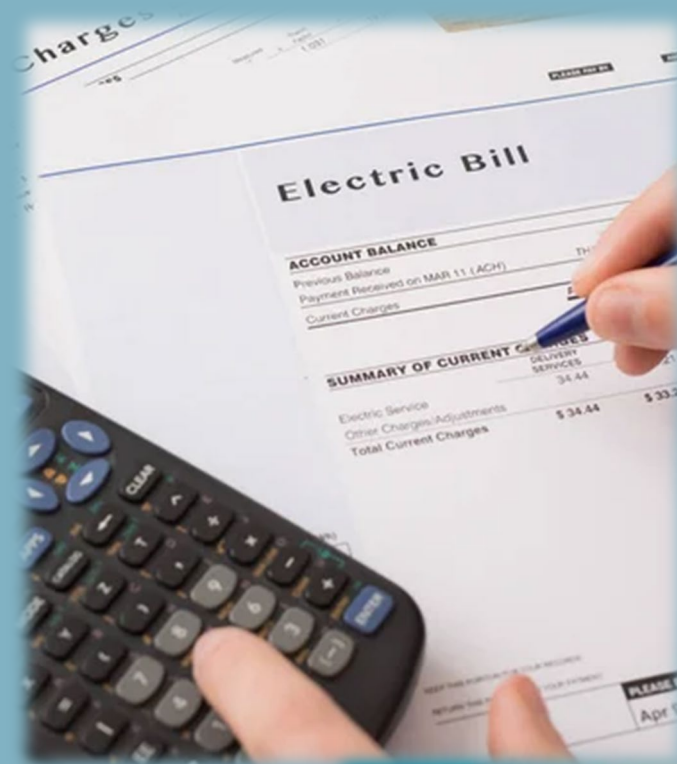
Numerous benefits of customer rates engagement



Starting Field Position

How do customers think about rates?

Customers viewed their control over their utility bills on par with control over housing costs.



Most customers know little to nothing about TOU rates when asked.

70%

Customers who say they don't know or understand TOU rates.



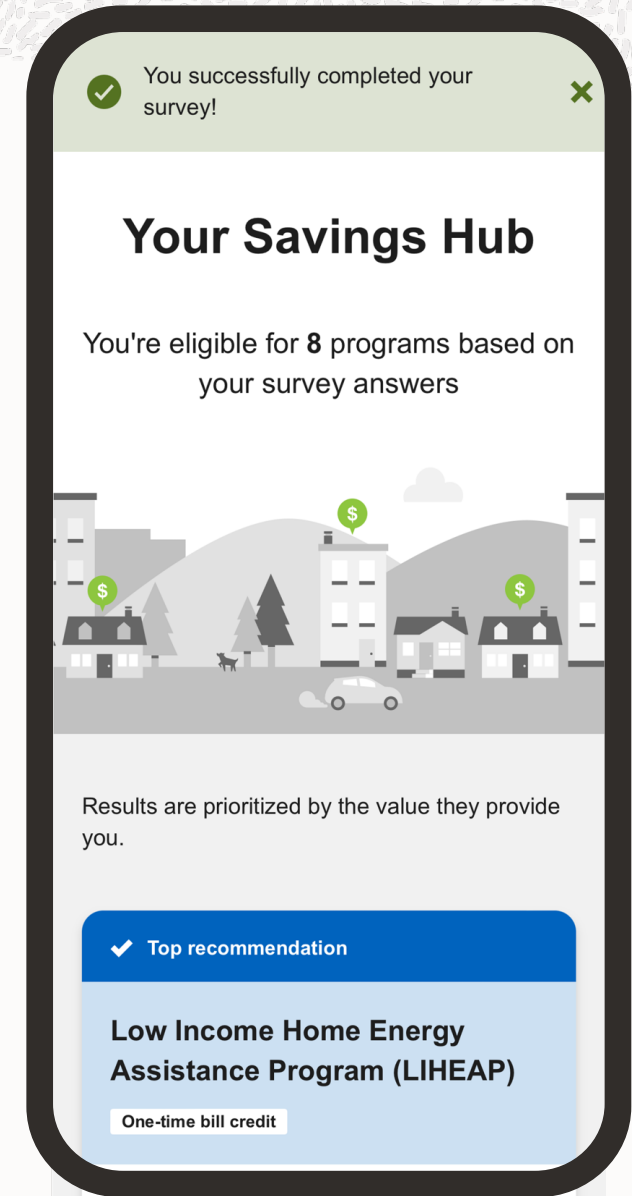
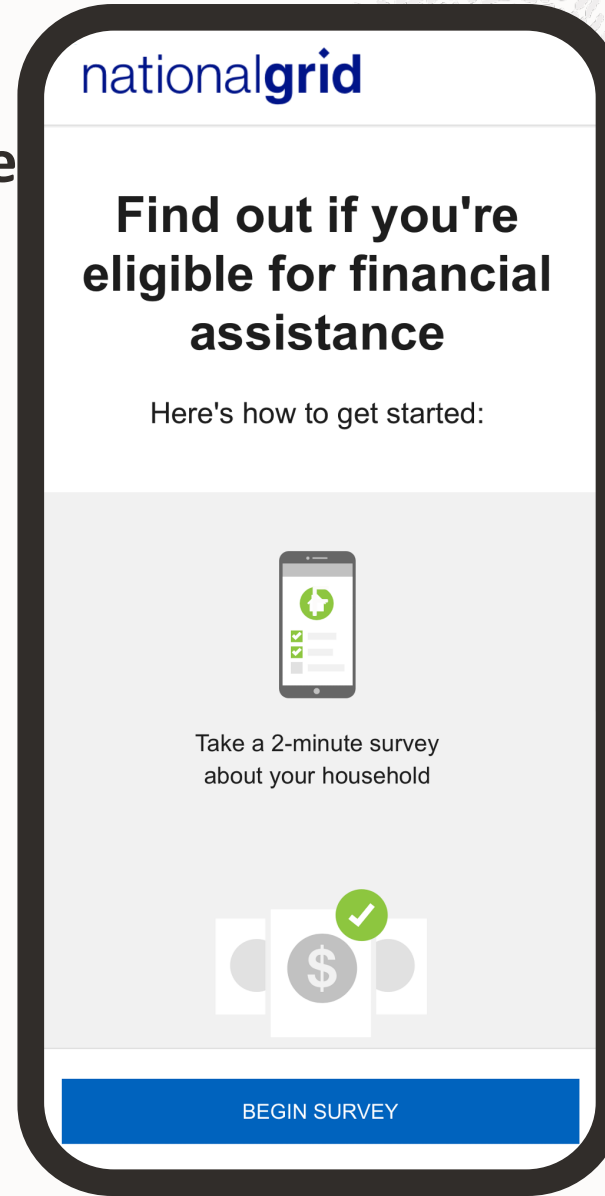
Give Customers the Playbook

Put digital one-stop-shops in their hands

National Grid's commitment: empower energy affordability

Top metrics that mattered most:

- **Increase awareness** of low-to-moderate income (LMI) programs
- **Boost program adoption** of energy assistance programs
- **Enhance customer satisfaction** with a streamlined customer experience





National Grid's one-stop-shop experience accelerated assistance program enrollment

Program enrollment rates by customer journey step

■ Baseline: did not receive alert ■ Opened but did not click alert ■ Completed survey and viewed program



Go on the Offensive

Communicate early and regularly with customers

Evergy Missouri received an order to implement default TOU rates

“We wanted customers to still know they had a choice. We wanted them to be able to choose and actively select what plan best fit their family. We wanted to be able to answer the question, ‘how is this going to impact me?’”



Elena Johnston
Manager, Digital Products, Energy Engagement
Evergy



Customers were engaged throughout their TOU journey

Rate Comparison

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Your lowest cost rate plan

Based on your electricity use history, you'll save the most on the **Nights & Weekends Max Plan** rate plan.

Your Current Rate	Lowest Cost Save \$5
<p>Summer Peak Time Based Plan</p> <p>Only has peak pricing during the summer months</p> <p>Who's it for: Customers who can reduce their usage during the peak time period in the summer months of June through September. If you enjoy using smart home products, like a smart thermostat or programmable appliances, and already pay attention to your energy usage, this plan option may work for you.</p> <p>Savings Level: To save money some energy shifting effort and flexibility is needed during the summer (June-September)</p> <p>Tip: Set your thermostat to avoid cooling during summer peak hours of 4-8 pm</p> <p>\$1,340 Estimated cost per year</p> <p>See Monthly Estimates</p>	<p>Nights & Weekends Max Plan</p> <p>Three time periods with different prices, with the highest difference in prices between time periods. Includes overnight and weekend discounts.</p> <p>Who's it for: Very flexible energy users or those who can set large appliances, like EVs, to charge overnight.</p> <p>Savings Level: High effort and flexibility needed to avoid using large amounts of energy during peak hours</p> <p>Tip: Schedule your electric vehicle charger and large appliances to run overnight</p> <p>\$1,335 Estimated cost per year</p> <p>See Monthly Estimates</p>

[Change My Plan](#)

Rate Education Reports

How can time-based plans work for you?

Small actions go a long way when it comes to shifting your energy use away from Peak hours. You'll save energy and money—while lessening the impact on the grid for everyone. Take simple steps like delaying running

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Rate Education Report
March 21, 2020
Account number XXXXXXXX

Use this shortcut to choose your new rate plan! Scan the QR code.

P.O. Box 419679, Kansas City, MO 64141

Choose a rate plan that works for your household

Missouri is changing how electric rate plans work to match the cost you pay with the actual cost to produce energy—and Evergy has responded with four new time-based rate plans for you to choose from. The good news is that you're estimated to save with the default Standard Peak Saver plan, which takes effect in **Month 2023**. Want to start saving sooner? Switch to the Standard Peak Saver plan now!

Learn more and select your new rate plan at [evergy.com/PlanDetails](#).

Make your selection today
If you don't select a new plan, you'll be enrolled in Standard Peak Saver starting **Month 2023**.

Standard Peak	Peak Reward	Nights & Weekends	Nights & Weekends Max
<p>No Peak pricing for 8 months of the year</p> <p>To save, shift your energy use away from weekday Peak hours in the summer (June – Sept.).</p>	<p>Earn discount credits</p> <p>Keep your electricity use low during Peak hours and earn discount credits by using large appliances during Super Saver hours.</p>	<p>Lower overnight prices</p> <p>To save, schedule your smart thermostat and large appliances to run during Saver and Super Saver hours.</p>	<p>Lowest overnight prices</p> <p>To save, charge your EV overnight and set your large appliances to run during Super Saver hours.</p>

How do rate plans compare?

Estimated average monthly cost per plan (based on your historical usage)

Rate Plan	Estimated Average Monthly Cost
Standard Peak	~\$140
Peak Reward	~\$100
Nights & Weekends	~\$180
Nights & Weekends Max	~\$140
Current Plan (discontinued)	~\$100

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Turn over to learn more →

Rate Plan Coach Reports

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ELBNA JOHNSTON
Acct# 11111111

Welcome to your weekly Rate Plan Coach, an email designed to help you save money with your new rate plan.

You're now on the Summer Peak Time Based Plan. From October 1 - May 31, this plan gives you a lower price during overnight hours. Summer hours and rates will differ.

Here's how you used electricity during the weekdays

What parts of your routine could you shift to Super Off-Peak hours?

3.30
2.20
1.10
0 kWh

12am 6am 11pm

■ Super Off-Peak (\$5) ■ Off-Peak (\$5)

This data is based on your average weekday electricity use from Oct 23 to Oct 27.

The results of the effort were impressive to Evergy – and the Commission

30%

160k customers pre-enrolled in their chosen time-based plan

80%

Customers pre-enrolled through self-service

50%

Customers used the Rate Analysis tool to make their decision

\$2M+

Savings from calls avoided as a result of digital strategy

Touchdowns for Everyone

Numerous benefits of customer rates engagement



Digital tools that can block, tackle, rush, and pass

Minimize Customer Risks



Customer satisfaction
Lower service costs
More bill savings

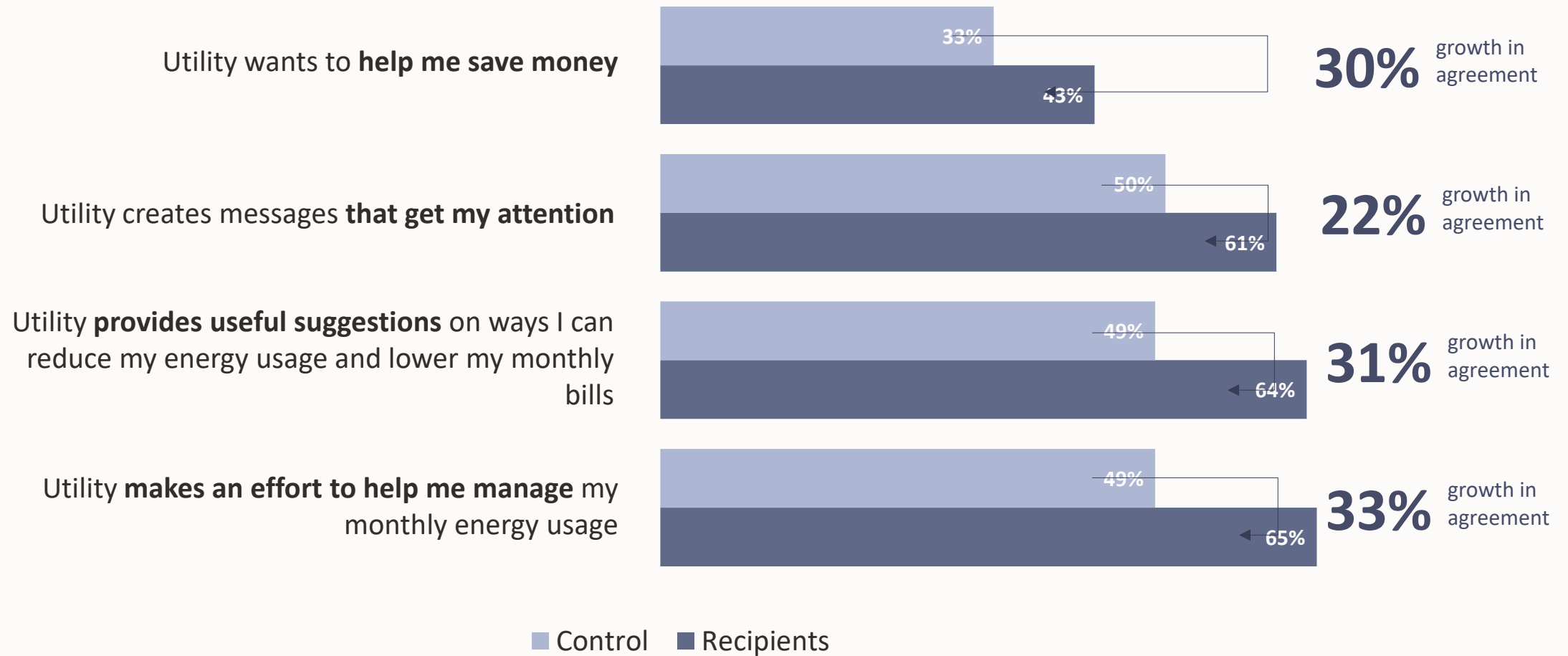


Amplify Results



Rate literacy
Peak reduction
Program adoption

Rate Coach improves satisfaction with the utility and its efforts



**CLEAR EYES,
CUSTOMER ENGAGEMENT,
CAN'T LOSE.**

Thank you!
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