



- ✓ Automate Customer Education
- Personalize Customer Advice
- ✓ Provide Actionable Guidance
- ✓ Trust Proven Utility Solutions
- Rely on Secure Cloud Applications

#### **Boost Customer Satisfaction**

Be the go-to source for energy advice with digital tools that deliver objective information

#### **Lower Customer Service Costs**

Reduce call volumes by empowering self-service customer education

#### **Reach Program Goals**

Drive program awareness and enroll customers seamlessly using PowerClerk® workflow automation

#### **Gain Customer Insight**

Develop targeted marketing strategies and inform planning with insights into customer intentions



# Demystify your customer's energy decisions using WattPlan®, the digital energy expert for utilities

Consumers are faced with a growing number of energy choices, from distributed energy resources (DERs) such as solar, batteries and electric vehicles (EVs), to utility offerings including time-of-use rates, community solar and green power programs. Utilities are challenged to increase program participation and drive off-peak usage, while protecting customers and boosting satisfaction by helping them make smart decisions.

# WattPlan is the utility industry's only cloud-based software for automating customer education in EV, renewable and rate programs

WattPlan gives utility customers a uniquely personalized self-assessment for evaluating a wide range of DER scenarios. Based on actual utility rates and energy usage, WattPlan delivers trusted calculations leading to actionable next steps. With WattPlan, utilities have an efficient way to capitalize on key customer touchpoints by promoting programs and initiatives such as off-peak EV charging or community solar—all while collecting data to improve grid planning.



# Personalized Experience

Focus on customer-specific information and preferences

#### **Rate Optimization**

Suggest the electric rate plan that will save your customers the most money and drive off-peak usage

#### **Side-by-Side Comparisons**

Inform customers by showing easy-to-understand rate, technology, program and financing options

#### **Stepwise Experience**

Empower customers to intuitively tailor assumptions to their lifestyle and preferences



# Trusted Calculations

Depend on proven financial and energy models

#### Bills

Offer accurate bill calculations based on published tariffs and integrated interval meter data

#### **Datasets**

Rely on detailed rate, incentive, vehicle, solar and emissions data

#### **Energy Calculations**

Ensure reliable expectations with sophisticated energy simulations such as rooftop PV and total-cost-of-ownership calculations



# Actionable Guidance & Insights

Guide your customers and gain an understanding of customer intent

#### **Instant Enrollment**

Enable one-click enrollment using PowerClerk® workflow automation

#### **Marketplace Connect**

Provide an actionable next step to connect with qualified contractors and dealerships

#### **In-app Surveys**

Measure customer satisfaction and inform marketing strategies with key customer insights



- "Providing solutions directly from our website makes it easier for customers to explore their options, understand costs and make informed decisions."
- Patrick McCoy SACRAMENTO MUNICIPAL UTILITY DISTRICT (SMUD)
- "What really impressed us was our ability to get the tool deployed quickly—in just a few months—and with an interface that guides the customer in a friendly way."
- Ted Burhans
  Dir. of Emerging Technologies
  & Innovation
  TUCSON ELECTRIC POWER

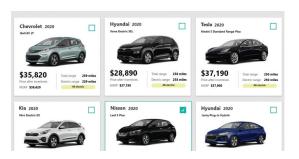
### Comprehensive suite of customer education software

WattPlan supports the following core services: Renewables, EVs and Charging, and Rate Plans. Utilities can select services that meet today's needs and add more services over time.



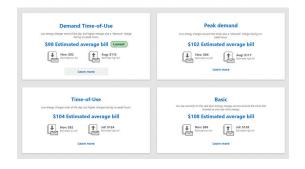
#### Renewables: Distributed Solar, Community Solar & Battery Storage

- Educate customers and drive renewable energy program participation
- Show expected bill impacts and rate plan options, and set objective longterm savings expectations
- Right-size distributed PV and battery systems to meet customer needs



### **Electric Vehicles & Charging**

- Build EV awareness
- Encourage off-peak charging
- Promote incentive programs
- Show electric vehicle range, and charger options and locations



#### **Rate Plans**

- Encourage off-peak usage with time-of-use rate plans
- Demonstrate rate switching savings potential with personalized rate comparisons
- Ensure informed customers with detailed calculations using recent energy usage data



Software services from Clean Power Research help solve the energy industry's most challenging problems. Our mission is to power the worldwide energy transformation with trusted, adaptable and efficient solutions.

For more than 20 years, leading utility and energy enterprises have trusted Clean Power Research to deliver innovative solutions that inform, streamline and quantify energy-related decisions and processes. We are proud the top 10 Fortune 500 utilities, as well as many of the world's largest renewable energy companies, are our customers.



# PowerClerk<sup>®</sup>

Energy program digitization, automation and management



### WattPlan<sup>®</sup>

Customer engagement and enrollment, and DER planning



# Solar Anywhere<sup>®</sup>

Solar assessment, forecasting and performance management

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