

CUSTOMER BRIEF

WattPlan Rate Education: Streamlining Customer Engagement and Rate Analysis

Challenge

The electric utility industry faces significant hurdles in educating and driving awareness of customer rate options. While offering a variety of rate structures provides choices, the complexity of those rate structures often makes it difficult for customers to select the best rate for their needs. One-on-one guidance strains customer support, and static online rate information frequently fails to clarify customer choices effectively.

The lack of broad customer awareness and understanding is hindering customer adoption of time-of-use (TOU) and other rate programs, despite growing availability. Utilities may also miss opportunities to encourage behavioral shifts, such as charging EVs during off-peak hours. To address these challenges, utilities need an automated solution that simplifies rate education and promotes optimal customer behavior.

Solution

WattPlan® provides a streamlined, efficient solution to rate education challenges. It enables personalized rate comparisons that help customers make informed decisions with minimal customer service involvement. **Leveraging actual customer interval usage data, WattPlan ensures that rate comparisons are accurate and relevant to each customer.** For customers adding DERs like rooftop solar, battery storage and EV charging, WattPlan provides tailored insights to optimize energy use, reduce costs and select the best rate. WattPlan **seamlessly adapts to evolving rate structures** and includes advanced cost-benefit analysis tools to meet the dynamic needs of both utilities and their customers.

Results

Utilities leveraging WattPlan have reported significant improvements in **customer education** and less time spent on customer service calls. Customers can independently explore and understand rate options online, **supporting enrollment in beneficial rate plans.** For instance, TOU rates for those that can avoid using large loads during peak hours, or EV rates for those that can charge during off-peak hours. This shift also **reduces the burden on customer support.**

WattPlan's transparent and **personalized recommendations boost customer participation and satisfaction.** Informed decision-making ensures customer confidence in their rate choices, while supporting the effectiveness of rate programs as part of the utility's demand-side management portfolio.



“WattPlan has transformed how we educate our customers about their rate options. By providing personalized, data-driven comparisons, customers can confidently choose the best plan while reducing strain on our support team.”

Denise Taylor, Director
Customer Service and Programs
Tucson Electric Power



Let's review your electric rate

We've estimated your projected electric bills considering your electric use

Residential Tiered Time of Use

Low energy charges most of the day, but higher charges during on-peak hours.

\$203 Estimated average bill Lowest



Nov: \$125

Estimated low bill



Jul: \$319

Estimated high bill

[Learn More](#)

Standard Residential Service

You're currently on this rate plan. Energy charges are low around the clock, but increase as you use more energy.

\$253 Estimated average bill



Nov: \$190

Estimated low bill



Jul: \$306

Estimated high bill

[Learn More](#)

WattPlan can be quickly deployed to deliver personalized insights that help customers compare rates—standalone or with rooftop solar, battery storage and EV charging.

Success Stories

How Utilities Use WattPlan Rate Education

Learn how Tucson Electric Power (TEP) & Sacramento Municipal Utility District (SMUD) are empowering customers through smarter rate choices



- Guides customers through **TOU** rate options, including **Demand TOU**, and explains the bill impact of shifting energy use to off-peak hours.
- Enables customers to explore rate options independently.
- **TEP customers compare rates using their actual energy usage meter data**, providing more accurate and personalized rate recommendations.

Results

TEP has observed encouraging trends in customer engagement with TOU rate plans, supported by the implementation of WattPlan's rate education.

WattPlan has proven effective in enhancing customer education, enabling users to better understand and evaluate their rate options. Feedback indicates that both customers and Customer Service Representatives find the tool intuitive and user-friendly, contributing to increased satisfaction and confidence in rate selection.



- Educates customers on **EV-specific rate options** by showing how the rate changes across seasons.
- Enables users to compare a Fixed Rate, a Time-of-Day (TOD) Rate and the benefits of an EV rate discount.
- Helps customers understand **how charging at different times impacts their monthly bill**, ensuring a smooth transition with clear, accessible information.

Results

SMUD customers are empowered to identify and select the best EV rate for their needs and encouraged to shift charging habits to align with SMUD's 2030 Clean Energy Vision.



These stories showcase the impact of WattPlan's Rate Education in real-world utility deployments.



Clean Power Research®

Clean Power Research enables utilities to plan and optimize for the clean energy transformation.

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