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.

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

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
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 long-term 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

“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

**Clean Power Research**

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.

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