BEST PRACTICES

A Collection of Best Practices for:

Utilities

Includes Detailed Best Practices for:

- Energy Retailing
- Energy Transmission & Delivery
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Energy retailing involves the marketing and sales of utilities services to commercial and retail customers. In some cases, retailers purchase commodities in bulk from energy traders (spot markets). In other cases, utilities companies are integrated (much like many large Oil & Gas companies), and handle all of the steps in the utilities value stream, from production/generation, to transmission, up to the marketing/sales of energy products. Retail (residential) customers usually pay for energy at a fixed rate, while commercial and industrial customers may have more complex pricing schemes.

Best Practice 1-A

⚙ Provide Detailed Energy Use and Efficiency Data to Improve Customer Experience

Provide all customers (retail and commercial) with detailed data (in a dashboard-style system accessed through the web) related to their energy usage and efficiency, at no additional cost, to be used in their own personal or commercial cost reduction initiatives. This allows customers to modify their energy use to fit their needs which improves overall customer satisfaction.

Typical Practice (the Status Quo): Charge high-value commercial and industrial customers an extra fee to use proprietary software dashboards and data export tools to collect and analyze information on their energy use and efficiency. This not only provides the utility company with added revenue, but it also limits access to sensitive information which can affect customer retention. These tools are typically not available to retail customers.

Benefits of this Best Practice: Providing all customers (retail and commercial) with detailed data (typically in a dashboard-style system accessible through the web) related to their energy use and efficiency improves customer satisfaction by allowing customers to modify their energy use to meet personal or commercial cost reduction initiatives. This not only increases customer loyalty and retention, but it also allows utility companies to improve their overall energy distribution efficiency. Providing such data to customers, furthermore, fulfills mandates from regulators and environmental agencies related to energy efficiency and consumer education.

➕ **Related KPIs:** Average Electricity Savings, Program Cost Effectiveness (kWh), Program Cost Effectiveness (Therm)

Energy Retailing

Utilities Best Practices

Use Premises-Based Billing to Minimize Non-Payment

Make sure that premises-based billing is employed as such a strategy holds the property owner accountable, regardless of who currently occupies the property. This strategy is thus the most effective in minimizing non-payment.

Typical Practice (the Status Quo): Bill tenants individually, and ensure that support staff are in place to monitor bill collection and turn off service in the event a tenant does not pay.

Benefits of this Best Practice: Premises-based billing should be used at all times as this strategy holds the property owner accountable, regardless of who currently occupies the property. Premised-based billing can, furthermore, minimize the administrative cost of establishing a new service, move ins/move outs for tenants, while enhancing the probability of timely bill payments, as property owner data is more easily obtained and tracked than tenant data.

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