



EnergyEngage

-A SoftClouds Monthly Newsletter



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Hi there,

EnergyEngage - A SoftClouds Monthly Utility Newsletter – May 2024 Edition:

Our newsletter keeps you informed about key trends impacting the utility sector, like grid modernization, customer experience (CX), and sustainable practices. Hope this would empower you to make informed decisions for a more sustainable and cost-effective energy future.

Industry Spotlight- Powering Progress & Innovation:

Salesforce launched sustainable AI guidelines: Kudos to [Salesforce for leading the charge in sustainable AI!](#) Their call for transparency & efficiency paves the way for a greener future.

New PG&E Billing Update: There is an [update coming to your PG&E bill](#) in late 2025! The California Public Utilities Commission (CPUC) recently approved a new billing structure that includes a fixed monthly charge. While some customers may see a decrease in their per-kWh rate, others may see a slight increase.

Grid Modernization Gets Major Boost from US Regulators: A [Good News from US regulators](#) approving over 78% of requested investments in grid modernization projects. A positive sign for the future of a more resilient and efficient grid.

Putting You First- Sustainability & Customer Focus:

Congratulations to the 2024 Oracle Energy and Water Award winners! [The annual Oracle Energy and Water Awards recognize utilities](#) at the forefront of innovation and transformation. This year, Exelon, JXN Water, and Portland General Electric (PGE) were celebrated for their outstanding achievements in customer engagement, grid management, and business transformation.

Data centers are leading the charge in building a sustainable grid! Their [rising energy needs are driving innovation](#) for efficient cooling, flexible workloads, and better grid utilization. This paves the way for a greener future with reliable, carbon-free electricity.

Power Up Your Customer Experience! The Utility Industry's CX Revolution: Boom! Utilities are transforming! EVs & solar power are changing the game. [To win, prioritize Customer Experience.](#) Happy customers = loyal customers = a brighter future for everyone!

We hope this version of EnergyEngage newsletter equips you with valuable insights into the latest trends and advancements shaping the utility sector. Do you have an interesting article to contribute to the next newsletter? Submit it to info@softclouds.com

Interested in learning more about the future of CX in Utilities? Schedule a free consultation with a SoftClouds expert by replying to this email.

We look forward to connecting with you again next month!