

CASE STUDY



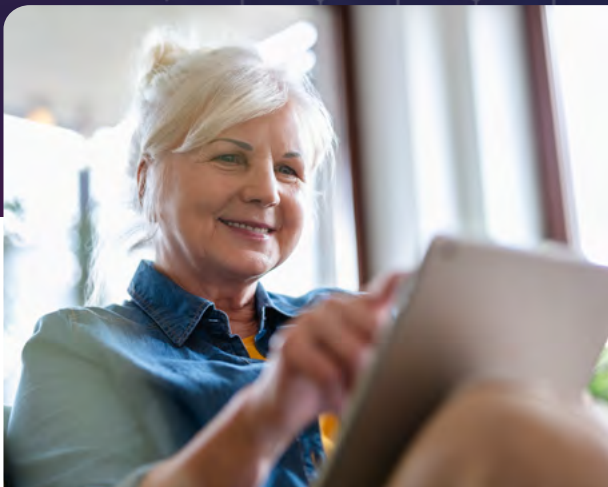
# Empowering Members to Save

Oklahoma Electric Cooperative overhauls time-of-use program with smarter rate comparison tool to help members save.

## CHALLENGE:

Oklahoma Electric Cooperative (OEC) launched a time-of-use initiative to help members reduce their energy costs. However, many participants faced challenges, were unable to adjust their usage during peak hours, and struggled to see the full benefits of the program due to higher rates. After receiving feedback—especially about rising costs during peak winter and summer months—OEC identified the need to enhance its rate comparison experience. To address this, OEC set out to provide a clearer, more effective way to highlight the financial advantages of the initiative.

Their previous rate comparison program was a manual, cumbersome, and time-consuming process for the OEC team. “Before, I had a spreadsheet and I had to look at three different programs and compare costs during each day and at peak times,” explained Ashley Evans, Marketing and Rate Analyst at OEC. “Twenty rate comparisons would take me all week.”



<b>Profile:</b>	<b>Oklahoma Electric Cooperative (OEC)</b>
Total Members:	55,000
Location:	Oklahoma
Primary objective:	Empower members to reduce energy costs through an easy-to-use, data-driven rate comparison tool.

## BEFORE

- Manual, time-consuming rate comparisons
- Inability to keep up with customer requests

## AFTER

**Streamlined processes**

**19,000+ self-service rate comparisons completed**

**\$36,000 in member savings**

(Continued)

The process made it hard to keep up with member requests and scale comparisons across their entire member base. “We couldn’t consistently market the rate comparison because we didn’t always have the capacity to do it when it was requested,” said Evans. OEC knew that personalized rate comparisons could help members lower their bills, but without the right tools it wasn’t realistic. “We knew there was a need for a better tool. If we were ever going to do a marketing campaign to benefit our customers and save them money, we needed a better way to do it,” said Evans. However, many rate comparison tools were cost prohibitive, and they didn’t have another option.

## SOLUTION:

**In spring 2024, OEC implemented Brillion Educate’s rate comparison tool. This calculator is designed to simplify complex pricing structures and help customers make informed energy decisions.**

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MARKETING AND RATE ANALYST,  
OKLAHOMA ELECTRICAL  
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▲ *Utility members have access to a customized rate comparison calculator.*

By integrating real usage and billing data, the tool provides a transparent breakdown of costs across available rate plans, making it easy for members to understand their current expenses and explore potential savings.

The rate comparison calculator delivers a wide range of benefits to OEC members. By analyzing real usage data, it highlights potential cost savings tailored to each member. It breaks down complex cost structures, helping members understand the true financial impact of their current plan compared to others. Members can confidently choose the most beneficial plan for them without any guesswork. The tool helps strengthen member engagement and trust, giving members more control and positioning OEC as a helpful and proactive resource.

## RESULTS:



### Empower Members Through Self-Service

Within the first nine months, Brillion's rate comparison calculator was used over 19,000 times—giving their members a user-friendly way to explore rate options on their own time. "The calculator has made it much easier for members to explore the different rate options and choose the best one for them," said Evans. Over 700 members chose to switch off the time-of-use rate as a result, saving their members \$36,000 annually.



### Operational Efficiency

Brillion helped OEC drastically improve the speed and scale of rate comparisons. Twenty rate comparisons once took Evans all week, now they take just thirty minutes. The solution has streamlined manual processes, enabling faster response times to member requests and more time for strategic initiatives. "Brillion has helped us with the capacity of rate comparisons and allows us to do them quickly," Evans said. She continued, "The rate calculator has enabled me to create more effective marketing campaigns for our members and allows me to focus on helping them save money."



### Strategic, Data-Driven Marketing

The rate comparison calculator has revolutionized OEC's marketing strategy, allowing Evans to target efforts more effectively across email, social media, and other digital channels. She designs campaigns that highlight rate comparisons, ensuring members understand how they can benefit from switching plans. "I can market to our members to help them save money and it's 100% because we have the option of this rate calculator," she said. These campaigns not only boost member engagement but also promote the tool, helping more customers find the right rate and maximize their savings.



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#### ABOUT OKLAHOMA ELECTRIC COOPERATIVE (OEC)

Founded in 1937, Oklahoma Electric Cooperative is a member-owned energy provider based in Norman, Oklahoma. Serving over 55,000 meters in seven counties in central Oklahoma, their purpose is to improve their members' quality of life through the safe delivery of highly reliable and affordable electric and broadband service, innovative energy programs, and exceptional member service.

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