Why a knowledge base for utilities?

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Kilowatt Creek Power & Water isn't real, but its challenges are. This KnowledgeOwl demo shows how a utility can keep customers, contact center agents and field crews on the same page, even in the middle of a storm.

The problems we hear about

1. Rising bills bring more calls

J.D. Power's Utilities Intelligence research found the average 2025 electric bill was $189 a month, and 22% of electric customers said they couldn't pay in full or had a balance outstanding. Every rate change or high-bill month means a spike in calls.

In this demo: the public Why did my bill go up? article answers the question before the call, and agents follow the matching high-bill call flow.

2. Rates are complicated, and they change

Time-of-use rates, net metering and annual rate changes take time to learn, and a wrong number on one page erodes trust.

In this demo: every rate lives in one snippet. Update it once and the rates page, the bill explainer and the time-of-use guide all change together. The 2027 rate table works the same way, shared by the public article and the agent FAQ. With scheduled publishing, an article like The 2027 rate change can be written ahead of time and go live automatically on the day it's needed.

3. Outages need fast, consistent updates

The same research found 55% of customers had an outage in 2025, and utilities that gave timely outage information scored 52 points higher on J.D. Power's 1,000-point satisfaction scale.

In this demo: one storm status snippet appears on the public outage page and in the storm checklist, with approved wording for every channel.

4. Vulnerable customers need the right procedure, every time

Medical certification, winter protection and disconnection holds have strict rules, and mistakes hurt people.

In this demo: the medical priority list procedure, disconnection holds and warm transfer articles, with matching public articles in plain language.

5. Customers want self-service

Customers who used digital channels scored 43 points higher in satisfaction than phone-only customers, yet 19% say utility digital tools are slow or confusing.

In this demo: a public help center with clear answers, search, and an AI chatbot that can answer from the same content.

KnowledgeOwl features at work here

Reader groups	Customers see the public help center; agents also see the agent desk and storm mode; field crews see their procedures. Try the **View as** buttons on the homepage.
Snippets	Rates, fees, phone numbers and the storm status banner are written once and used everywhere
Scheduled publishing	Rate change articles can be written ahead of time and published automatically on the day they're needed
Subscriptions	Customers subscribe to the Planned maintenance section and get an email when new work is posted or a date changes
Required reading	Agents and crews confirm the storm checklist every season
Glossary	Terms like kWh, demand charge and net metering are explained on hover
Search and AI chatbot	Answers in seconds for customers and agents

Everything in this demo is fictional and simplified. Policies like medical certification and winter protection vary by state.

Sources

- T&D World: J.D. Power: utilities face affordability, outage and digital pressures heading into 2026 (January 2026)
- KnowledgeOwl blog: Why utility companies need a good knowledge base