

# Enroll With Your Wallet (EWYW)

---

**Enroll With Your Wallet** describes a process that enables customers to enroll with an energy supplier using information typically available from a customer's wallet.

In any area without EWYW, an enrollment requires information customers don't usually carry with them, for example utility account numbers.

Examples of possible EWYW identifiers for customers:

- Street address
- Last four digits of SSN
- Phone number
- Birth date

Having EWYW can result in an easier, less frustrating enrollment experience for customers

# Enroll With Your Wallet - Examples

---

## AEP Ohio - 16-1852-EL-SS0

- Enables a customer to enroll with a supplier without knowing their account number
- Utilizes AEP Ohio's supplier portal to provide customer account information using identifiers listed above
  - EWYW identifiers are the customers phone number, and either the last four digits of the customers social security number, or the amount of one of their last three bills
- Requires suppliers to receive authorization by AEP, and a one time \$5,000 fee to participate

## Maryland – PC44

- Maryland's PC44 Competitive Markets Working Group scheduled to release draft staff report in November recommending a form of EWYW
  - EWYW has been discussed extensively amongst working group participants
- Utility online lookup tool utilizing service address available from customer lists

## Pennsylvania - M-2013-2355751

- Pennsylvania customer lists available to suppliers include utility account information in addition to customer information such as service address
- Online utility portal to obtain customer account numbers in public sales venues
  - Identifiers are customer's full name, service address, and five-digit postal code

# Enroll With Your Wallet – Communication Options

---

## EDI

- EWYW functionality developed within EDI communications channels between utilities and suppliers

## Utility Online Portal

- Supplier obtains account number or other customer identifier required for enrollment using utility developed secure online portal

## Customer Lists

- Suppliers utilize customer information available from utility customer lists, in conjunction with EWYW identifiers