ORACLE

Oracle Customer Energy Engagement

Oracle combines AI, behavioral science, and human-centered design to engage all customers--even the utility's most complex and under-served segments--and help them manage their energy use and costs in ways that fit in with their life or business operations. With Oracle, utilities can consolidate their end customer engagement onto a single platform and a single vendor for simple data integration and a cohesive customer experience. While Oracle manages seamless migrations and data flows to maximize energy savings and customer satisfaction, utilities can send targeted communications, personalized insights, and empathetic messaging to cultivate meaningful relationships with their customers.

Personalized customer engagement

Oracle guides each customer on their own unique energy journey in their channel of choice. Oracle's AI determines each step and makes the case for each action: how much it will cost, how much money it will save, and how it will benefit their quality of life or their business. Web tools make it easy for customers to explore their options, complete multi-stage projects, and maximize bill savings. Oracle ties it all together with mobile-first design to reach customers in disadvantaged communities, as well as automated insights that empower utility CSRs and account managers to advise even your most complex customers.

Decarbonization - Oracle's interactive customer experiences make it simple and valuable for customers to weatherize, adopt variable pricing and distributed energy resource (DER) automation programs, and electrify their transportation, homes, businesses, buildings.

Energy Efficiency - Oracle's analytics, print and digital experiences, and web tools change habitual behaviors and accelerate big, complex, emissions-reducing actions like upgrading homes and adopting new equipment. Oracle offers dedicated web and outbound experiences for all types of customers, including complex residential and business customers, to reduce their emissions and save more money on their utility bills as they install solar panels, buy electric vehicles, and adopt time-of-use rates.

Grid Flexibility - With Oracle, utilities can accelerate DER adoption and enrollment in automation programs, providing grid flexibility while equitably distributing bill credits to households that historically can't participate in demand response programs. When the grid is constrained or when wholesale electricity prices are high, we tell each customer what their peak time usage is and what they need to do to shift load, and we enable simple and scalable impact measurement across DER automation and behavioral programs.

Equity and Energy Affordability – Oracle's digital experiences help customers navigate complex application processes for financial assistance and empower utility personnel, local case workers, and government officials with the data and tools they need to serve their most vulnerable customers. Oracle's new machine learning models predict income-qualified program eligibility and power personalized proactive alerts and online one-stop shop experiences that make it easy for customers to enroll.

The Oracle team turns technology into real outcomes

User-centered design and test-and-learn approach for continuous innovation

The Oracle UX team creates engaging customer experiences that change customer behavior. Before product development, we conduct qualitative and quantitative research to understand the market and the opportunity. We test promising solutions to assess customer responses, and our analytics team implements an extensive test-and-learn agenda to measure, monitor, and improve them.

Program design and forecasting experience for reliable savings results

Oracle has designed, forecasted, and measured over 200 behavioral programs, more than any other vendor, and our forecasting model is informed and refined by over 4,500 program-years of results to accommodate difficult schemas such as multi-year measure life. ILLUME's meta-analysis found that Oracle's programs achieved 120% of savings targets while 6 other vendors consistently failed to meet targets (32% to 86% of targets, on average).

Specialized professional services for program customization and innovative projects

The Opower X professional services team brings design, marketing, and engineering talent to deploy and scale pilots that enrich the test-and-learn agenda that we develop jointly with our clients.

Regulatory program support and industry advocacy

The Oracle Regulatory Affairs team supports our clients throughout the full program lifecycle: planning, filings, evaluations, mid-program regulatory changes. The team monitors legislative and regulatory developments, and they influence state working groups and industry organizations to help shape regulatory environments.

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