

Everyone can save with the New Opower Home Energy Report

The New Opower Home Energy Report is intended to make customers of all types feel understood, empowered, and like they are an important part of our clean energy future. It is intended to help customers trust that their utility will lead them there, whether they're considering purchasing an EV, installing solar or signing up for a variable rate. It is intended to serve as a laboratory of

sorts, allowing us to test and gauge the success of new concepts so we can continually improve it.

So, what's New?



Bold, modern designs

More color, new layouts & graphics to engage and delight your customers every time



New energy insights

For all types of customers, and an experience that evolves with every one of them



Action made easy

Opower HERs make it easy to engage digitally, make smart energy purchases, and save



New behavioral techniques

Going beyond the old neighbor comparison and testing new behavioral influencers

The Home Energy Report of tomorrow, today

Bold, modern designs

Variable layouts ensure that no two reports are the same. There is a near-endless ability to design fresh layouts for each “moment that matters,” each customer attribute and each experience.

1

The Efficiency Zone compares a customer’s energy use to a target zone, rather than to similar efficient homes

[New behavioral technique]

The mockup is a white rectangular card with rounded corners. At the top left is the UtilityCo logo in blue. To the right of the logo, the report title 'Home Energy Report' is followed by the date 'March 1, 2020' and account number '1234567890'. Below this is the service address: '12345 Main Street, San Francisco, CA 94111'. A progress bar shows 'Fair' (orange), 'Good' (yellow, with a downward arrow), and 'Great' (green). Below the bar is the text: 'Your energy use at a glance' and 'This benchmark is an easy indicator that lets you know how you're doing each period.' The main section is titled 'Let's take a look at your energy use' with the date 'February 1-29, 2020'. It features a horizontal bar chart comparing 'You' (393 units, blue bar) to 'Similar homes' (502 units, grey bar). A vertical orange line marks the 'Efficiency Zone: Up to 285 units'. Below the chart is a text box explaining the Efficiency Zone. To the right, a large '23%' is displayed with the text 'less energy than similar homes.' and a note that the user's energy use was not in the Efficiency Zone. Below this is a circular graphic showing two houses. At the bottom, a call to action says 'Don't miss out on saving \$40 each year! Turn over for tips that can help you save.' with a blue arrow pointing right.

2

The Energy Use Benchmark indicates a customer’s relative level of efficiency in a simple way

[New behavioral technique]

3

More space is dedicated to graphs and insights, calling attention to information in new and modern ways

4

Color is used more strategically and in ways that are highly accessible to customers

Front

5

Moments of Pride increase motivation by congratulating customers for taking action

[New behavioral technique]

6

A new layout uses columns to categorize groups of related information and guide the narrative

This period, you used **15%** less energy than during the same time last year

393 units February 1-29 2020

450 units February 1-28 2019

What could have caused your energy use to decrease?
Changes in your household this period, like less appliance use or fewer people at home, may have lowered your energy use.

These tips were selected for your base usage to the **House Energy Innovation** and completed. **time of year**

Heating
Run ceiling fans in reverse during the winter to circulate warm air.
Save up to \$22/year

Clothes Dryer
Use a moisture sensor on your dryer to avoid over-drying.
Save up to \$18/year

Finish the Home Energy Assessment in 5 minutes or less
Having some details in your home profile is a good start, but having a complete picture of how your home uses energy will go a lot further. Just by completing a quick survey, you can start getting more personalized tips in each report.

To complete the survey, scan the QR code, or visit utility.com/homeprofile.

We're here to help 1-888-999-0000 efficient@utilityco.com UtilityCo.com/HomeEnergyReport

Save more with special rebates and energy-efficient products you can buy at: utilityco.com/energysavingsproducts

UtilityCo

Savings are estimated for typical premises in the UtilityCo service area and your actual savings may vary. UtilityCo cannot guarantee the amount of money or energy you may save by implementing the recommended actions. This report is printed on 10% post-consumer recycled paper using water-based inks.
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7

Personalized context on how customers are faring compared to previous months and rationale for any deltas

8

Iconography emphasizes information that matters, like our library of personalized recommendations

9

QR codes are used to spur easy action on related programs, such as Home Energy Assessments

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For more information, check out our [HER eBook](#).

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