

Load Shifting – Rate Coach and EV Charging Coach

Utilities face unprecedented pressure to decarbonize and that will require a total rebuild of global energy supply infrastructure. While we work to decarbonize our power supply, there are faster, more affordable pathways that we can deploy today. Some of the biggest untapped opportunities – energy efficiency, electrification, and demand flexibility – are demand-side management (DSM) solutions and rely on influencing customer action at scale. Time-of-use (TOU) Rates will be critical as they facilitate the integration of renewable energy resources, reduce renewable energy curtailment, and mitigate the need for system upgrades to serve rising peak demand – but just offering a TOU rate doesn’t mean that your grid needs are guaranteed to be resolved. You need customer adoption and action. And that is where Oracle Load Shifting comes into play.

Deliver an intuitive customer journey

TOU rates are difficult content for customers to internalize. Customers are typically skeptical, and fearful of losing predictability in their bills and that can lead to lower customer satisfaction. To better understand customer needs around TOU rates, our research found that a rate coaching tool needs the following to be successful:



Clear & Concise Educational Messaging: Customers on TOU rate plans do not know the hours that are most expensive, or where to find basic rate plan information. Showing your customer’s personal consumption information through the lens of usage yields much higher comprehension.



Data-Driven Coaching: Bite sized tips that combine education about an appliance and a personalized suggestions for how to adjust energy usage.

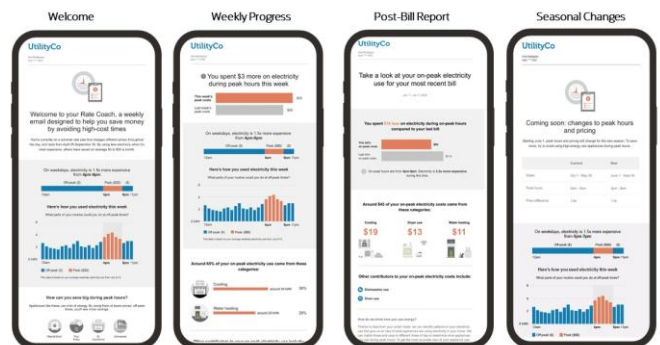


Consistency: Repetition of this information is necessary, and most customers prefer a weekly email cadence.

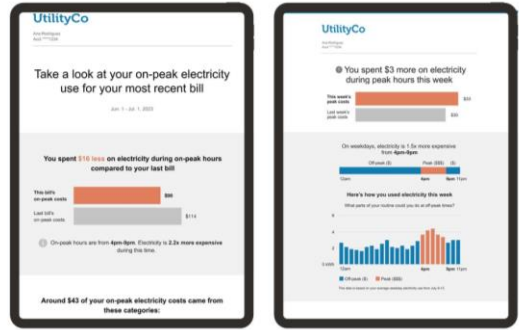
Rate Coach solution

The Oracle Rate Coach is a series of sequential communications that lead customers through the rates journey – from welcoming them to their coaching emails to weekly progress emails to monthly updates and then seasonal recaps.

- Weekly emails compare performance against the previous week in dollars, which everyone understands.
- The timed bar charts show them the peak and off-peak schedule and the impact of using energy at that time.
- Tips along the way help guide them through ways to save.
- Breakdown of peak usage so customers can make more-informed decisions.



Peak Period Disaggregation tells customers what appliances they were using during peak hours and puts the insights they need front and center. Your customers will get a breakdown of how they used energy over the last week, and then a monthly summary compares the current month to the previous month and how they spent their energy dollars.



EV Charging Coach solution

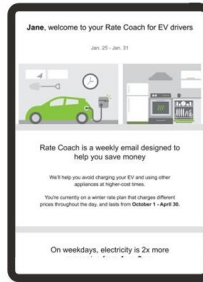
The EV Charging Coach helps your customers save money while helping to manage the grid — on their own terms. Motivate load shift through social proof and savings insights by sending a personalized introductory report sequence, weekly update, and a post-bill summary.

Introductory Report Sequence can help your EV drivers understand their time of use rates, make them feel good about their purchase, and how their EV charging breaks down within their rate plan.

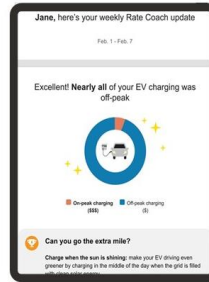
Weekly Update provides ongoing feedback on how their EV charging breaks down according to their rate plan and helps motivate them to flatten off-peak load through environmental and grid stability benefit features. Plus, bring attention to other ways to shift load off peak for whole home rate customers.

Post-Bill Summary gives your customers a contextualized view of their EV charging with additional motivational features to help them understand their charging behavior and appliance energy use.

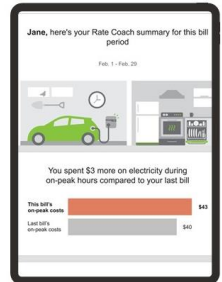
Introductory Report Sequence



Weekly Update



Post-Bill Summary



Amplifying impact through

- Peak reduction
- Program adoption
- Rate literacy



Mitigated risk through

- Increased customer satisfaction
- Lower service costs
- More bill savings

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