

Opower Behavioral Load Shaping



Time of Use programs need customer satisfaction to scale

Utilities are increasingly using Time-of-use (TOU) rates to encourage customers to shift their usage outside of peak hours; however, TOU is a surprisingly difficult content for customers to internalize. Taking a broad look at TOU pilots, we see that customers are typically skeptical, and fearful of losing predictability in their bills. We know skepticism of TOU bills leads to lower customer satisfaction.

We understand the needs of TOU customers

In order to better understand customer needs around TOU, Opower conducted a diary study in 2018 to gather research from customers on user experiences, behaviors, and reactions when using our rate coaching product. Based on our research, we 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, and do not know where to find basic rate plan information. We learned that showing a customer's personal hourly consumption information through the lens of usage rather than cost yielded much higher comprehension.



Data-Driven Coaching: Bite sized tips that combine education information about an appliance and a personalized suggestion for how to move usage of out the peak window was very well received and highly anticipated week over week.



Consistency: While participants correctly understood the presentation of TOU information, they did not always remember it when not referencing their emails. Our study found repetition of this information is necessary. Most customers stated that a weekly email would be the right cadence.

“I’m finding this really valuable. I’m finding that things change week to week more than I thought they would ... you are doing a really good job with this! I want to join this program now.”

Allison, Research Participant

“75% of customers that receive this report are opening and engaging with the report. That’s almost double what we typically see. It’s amazing.”

Elena Johnston, Sr. Product Manager, Energy



“With this new service from Opower, we can deliver a better experience for these customers by helping them shift their energy load for improved power affordability and reliability, all while reducing emissions.”

Mark Case, VP of Regulatory Policy and Strategy, Baltimore Gas and Electric



Are variable rate programs delivering the results you expect?

[Connect with us to learn about how we help design programs that maximize engagement](#)

Opower Behavioral Load Shaping

Our personalized **Behavioral Load Shaping** experience offers a rate coaching experience that guides customer's through their current TOU plan and gives them a thorough understanding of their bill. Rate coaching provides two major benefits:



Amplifying impact through

- more bill savings
- peak reduction
- program adoption and rate literacy



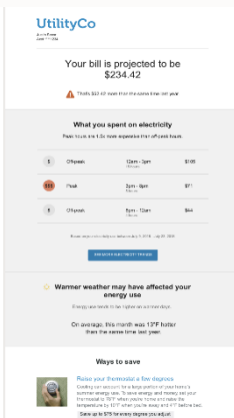
Mitigated risk through

- increased customer satisfaction
- fewer opt-outs
- and lower service costs

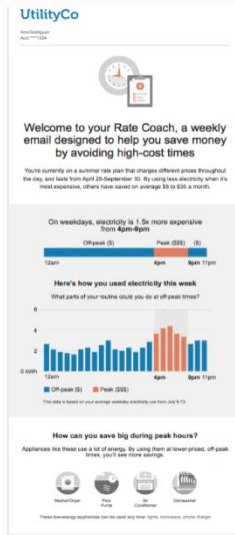
Behavioral Load Shaping provides a personalized TOU experience through a weekly email report sent to customers to educate them on their new rate. This rate-coach email also reminds customers of key TOU information, provides an hourly breakdown of costs, overlaid with "On-Peak" hours, that reveals customers' consumption patterns. We utilize customer's AML data to track how customers are using energy and give them personalized recommendations on how to save.

An Intuitive Customer Journey

High Bill Alerts for TOU Customers



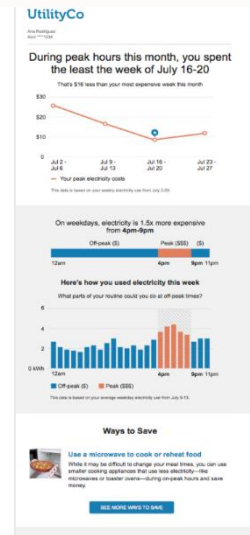
TOU Introduction Experience



Week over Week Coaching



Monthly Peak Usage Summary



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