

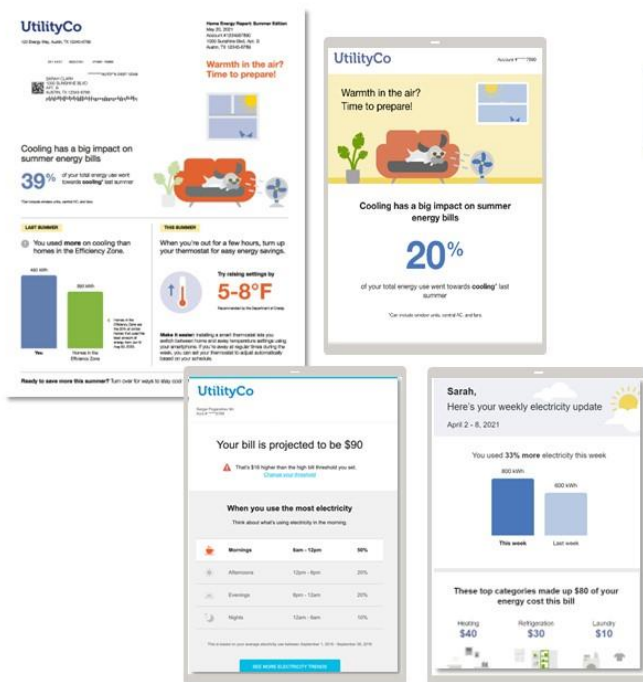
# Opower Energy Efficiency

Leading utilities use Oracle Opower Energy Efficiency solutions to engage all types of customers to waste less energy, upgrade their homes, adopt electric transportation, and embrace time-of-use (TOU) rates and device automation programs. These initiatives help customers save money by using energy when the supply is clean and abundant, supporting the energy transition. Ultimately, this helps utilities meet their decarbonization and customer satisfaction goals, while generating new revenue by becoming their customers' primary choice for clean energy products and services.

**Influencing customer action is the common goal. Oracle excels at this and is continuously investing in developing new ways to positively influence customers' decisions during the moments that matter.**

## Boost program adoption, energy savings, and satisfaction with HERs

**Oracle Opower** provides a comprehensive customer experience to maximize savings and engagement. All our reports are customizable based on a customer's characteristics throughout the year. Opower's HERs consistently meet savings goals, consistently delivering 1.5-2.5% savings across 100+ deployments. Give your customers a range of energy efficiency experiences that leverage patented disaggregation technology, AI, and behavioral science techniques to maximize savings and customer engagement.



Paper Home Energy Reports: savings around 1.5%

Email Home Energy Reports: +0.15% savings

High Usage Alerts: +0.30%

Weekly Energy Updates: +0.20%

89% satisfaction

## Reports that meet your customers' complex needs

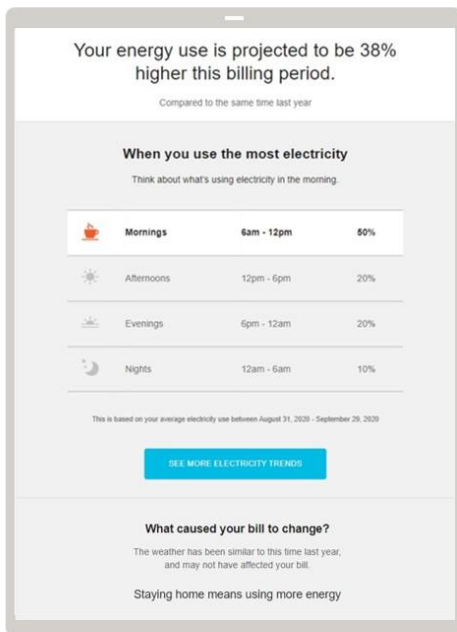
The **Opower HER** offers a set of unique energy efficiency experiences that maximize savings and customer engagement outcomes. Your customers will stay engaged and save throughout their energy journey by leveraging weekly and monthly touchpoints, triggered alerts at key moments that matter, and a diverse mix of insights depending on the things that make them unique – like whether have solar or an EV, if they are limited income, or on a time-of-use rate.



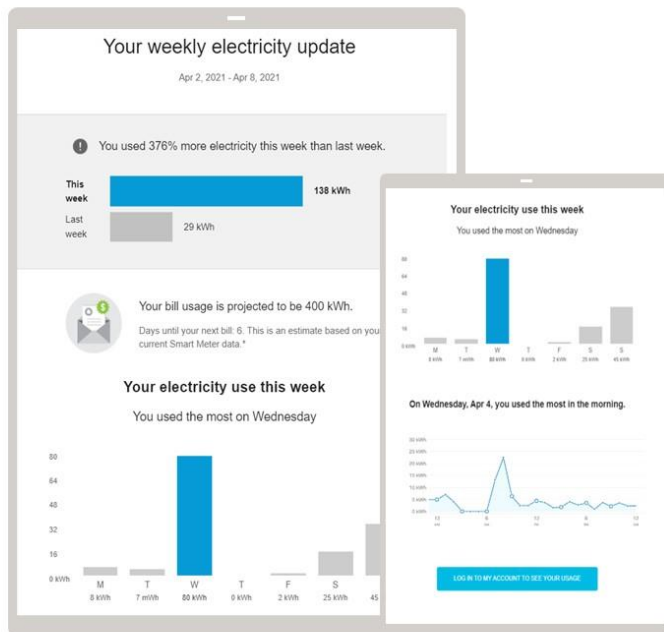
- **Electric Vehicle (EV) HERs:** Add EV charging insights and tips to HERs to optimize charging behaviors by providing EV drivers with detailed information about how their vehicle charging habits affect their energy usage and ways they can reduce their bill.
- **Low-to-Moderate Income HERs:** Reach your most-vulnerable customers with personalized HERs to give them valuable insights on how they use energy and ways they can save money on their bills, and how they can get more information about bill assistance programs.
- **Solar HERs:** Understanding solar production and negative use can be confusing for most customers. Add solar insights to HERs to clarify and highlight customers' net energy use and how it compares to other solar households. The reports explain what net energy is and how to understand it, plus offers timely, personalized advice and recommendations.
- **Time-of-Use HERs:** These reports break out customers' energy use for peak periods under their rate plan and encourage energy-efficient behaviors, raise awareness of electricity costs and provide comparative insights into energy usage patterns.
- **Personalized Animated Video HERs:** In addition to sending paper or email HERs, you can share short, personalized animated videos through email that educate customers about their energy use, energy efficiency programs available to them, and how they can save energy in the future.

## Enhance the savings from HERs by incorporating additional alerts and messaging

- High Bill Alerts:** High bill calls can be some of the longest and most-expensive calls to handle. Reduce the volume of high bill calls you receive by identifying customers trending toward higher than usual bills and automatically sending them a message with personalized energy efficiency tips and program promotions to help them save energy and money before their next bill.
- Weekly Energy Updates:** Weekly insights, such as day-by-day consumption, help your customers understand their home energy use, so they don't need to contact your call center with billing questions. These weekly communications build on the savings from HERs and are the most satisfying of all the messages we send to customers.
- Home Energy Audit:** This intuitive online survey can be added to HERs. Its simplicity and personalization encourage engagement and high completion rates. Data captured from the survey is used to show customers a personalized view of how they use energy in their home and the program offers available.



High Bill Alerts



Weekly Energy Updates

Take a tour of the Opower Energy Efficiency solution [here](#).

Connect with us

Call +1.800.ORACLE1 or visit [oracle.com](http://oracle.com). Outside North America, find your local office at: [oracle.com/contact](http://oracle.com/contact).

[blogs.oracle.com](http://blogs.oracle.com)

[facebook.com/oracle](https://facebook.com/oracle)

[twitter.com/oracle](https://twitter.com/oracle)

Copyright © 2024, Oracle and/or its affiliates. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, Java, MySQL, and NetSuite are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.