ORACLE

Opower Proactive Alerts

Oracle Opower Proactive Alerts Cloud Service reduces costs by answering customers' questions before they contact the call center. They raise satisfaction by illuminating customers' energy use, notifying them when they trend toward high bills, and offering personalized tips to keep costs down. With Proactive Alerts, you can move customers onto digital channels and introduce them to self-service web tools and experiences to help them avoid billing surprises.

An effective proactive alerts solution

Like data overage alerts for your phone or fraud alerts for your credit card, alert messages from Oracle Opower Proactive Alerts Cloud Service provide timely insights that help households understand and control energy use. The product suite includes High Bill Alerts and Weekly Energy Updates. Both types of alerts drive customers toward web tools that help them answer their own billing questions—without calling the call center.

High Bill Alert communications

Preventative messages that address high bill issues before they happen and reduce calls to your call center.

High Bill Alerts use machine learning to identify customers who are trending toward high bills and automatically notify them over SMS, interactive voice response (IVR) calls, or email. The alerts use smart meter data to provide personalized energy insights, and include targeted marketing messages, energy efficiency tips, or program promotions that help those customers course correct.
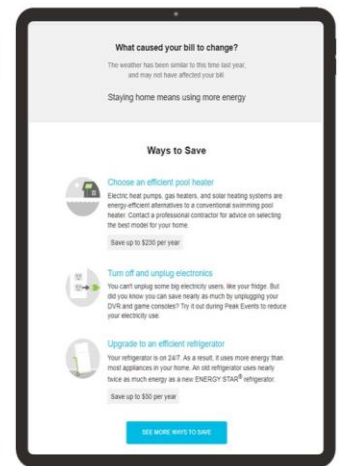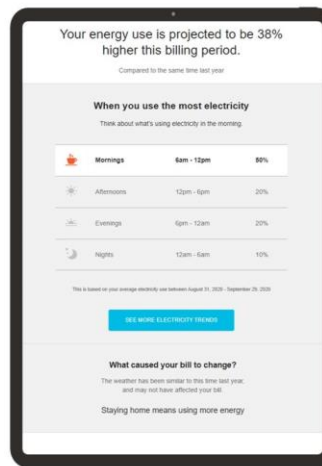
Weekly Energy Updates

Nurturing messages that provide ongoing service and build trusting relationships.

Weekly Energy Updates are powered by smart meter data and surface additional insights such as day- by-day energy consumption. The communications educate customers about how they use energy in their homes, so they don't need to contact the call center with billing questions, and they're the most-satisfying experience of all Opower communications.
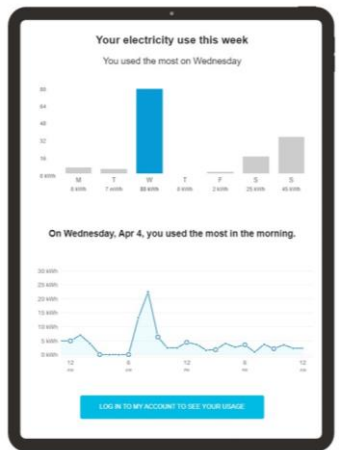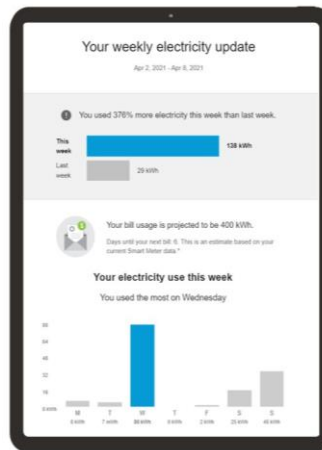
Key benefits & Features

Key Benefits

- Average 63% open rate and 9% click-through rate

- Increase clarity in the billing process

- Achieve up to 80% customer satisfaction

- Reduce high-bill calls by up to 22% by driving customers to self-service web tools

Key Features

- High Bill Alerts delivered via SMS, IVR, or email

- Weekly Energy Updates powered by smart meter data

- Electric, gas, dual fuel

- AMI and non-AMI

The business case for proactive alerts

Billing concerns are the number one reason call their utility, and a surprise high bill creates a strongly negative interaction that damages the relationship between customers and their utility. Customers who have questions about their bills—and particularly high bills—call their utilities more often and cost more to serve than customers who don't.

J.D. Power found that proactive alerts—which can help prevent bill surprises—are a top area of focus for utility customer service. By notifying customers when they're trending toward a higher than usual bill and informing them about their energy usage, utilities can clarify the billing process, raise satisfaction, and dramatically reduce the frequency and cost of billing-related calls.

Learn more about how Proactive Alerts can help improve engagement and customer satisfaction for your residential and business customers.

- **Take a tour of the Energy Efficiency solutions here**
- **Take a tour of the Digital Engagement solutions here**

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