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Energy and Water

Opower disaggregation influences customer action and delivers business results

Bring appliance-level disaggregation insights to all your customers. Influence actions that reduce emissions and save your customers money.

What is Opower disaggregation?

Appliance-level disaggregation is a core feature of the Opower customer engagement solution. Opower delivers powerful disaggregation insights across your customer experience: annual, seasonal, monthly, and hourly appliance-level energy use for all your customers, across Opower products, and in all your customer experience channels.

Opower AI uses deep learning to detect specific appliances in homes, disaggregate how much energy they consume, and determine how much they cost to run. Opower uses behavioral science to deliver those insights with personal recommendations that motivate action. With intuitive analytics tools and APIs, Opower makes it easy for your personnel and systems to use load disaggregation insights across your operations.

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Opower disaggregation delivers utility-scale business results

Opower clients have a track record of bringing Opower disaggregation into the customer experience, influencing a variety of customer actions, and generating valuable business results.

2X
faster thermostat purchases on BGE's marketplace

2.6X
faster enrollment in National Grid's demand response program

nearly **3X**
faster adoption of National Grid's home weatherization program

5X
faster adoption of SMECO's home energy improvement program

13K
virtual Home Energy Checkups from a single PG&E campaign

How Opower disaggregation delivers results

Opower brings disaggregation insights to each of your customers—with or without smart meters—with the best available data and a satisfying user experience.

Opower AI outperforms all other disaggregation algorithms

- We benchmarked the accuracy of Opower AI against 2,000 public studies on load disaggregation, and Opower AI outperformed all observable results.

- Opower AI leverages deep learning—the world's most sophisticated machine learning technique used by other leading companies like Google, Tesla, and Apple.

- Opower AI trained on the world's largest energy consumer data set: over 3 trillion meter reads and customer records, with a billion more added each day.

- Opower AI continually learns from all that new data, and it's predictive power grows at an incomparable pace every single day.
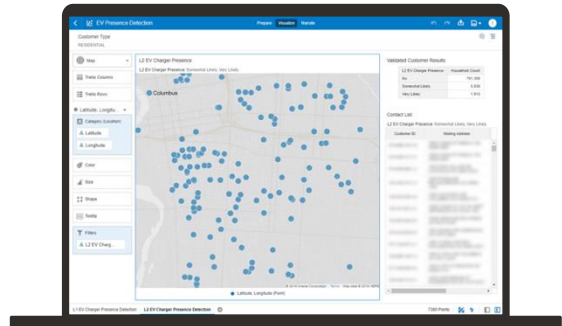
A user experience designed for action

- We design every disaggregation-powered feature to focus user attention on the insights and actions that matters most.

- The Opower UX team practices human-centered design: exploratory research, hours of interviews, sketching, prototyping, and quantitative UX testing. We iterate until we know each design will deliver results.

- We user-tested other providers' disaggregation features, found real issues with comprehension and usability, and fixed them in a simple, flexible, memorable Opower UX.

- Every feature employs a variety of behavioral science techniques like salience, benefits, ease, and agency—all proven by leading behavioral scientists to influence human action.

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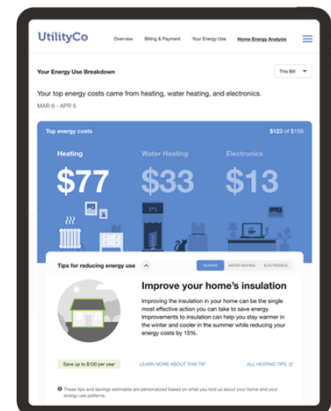
Leading utilities rely on Opower disaggregation to elevate their customer experience, improve their operations, and generate decarbonization results and new customer lifetime value. Our team uses Opower disaggregation to deliver on our clients' priorities.

What do you need Opower to deliver for you?

| Energy Efficiency | Demand Flexibility | Electrification | Equity + Affordability | Engagement | Technology |

Opower — Influence action. Move metrics. Decarbonize.

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