



ORACLE
Utilities

Opower Solutions

Welcome to the **future** of
Home Energy Reports,
today





It's been more than 10 years...

...since the Home Energy Report (HER) burst onto the scene. Developed and championed by Opower — an innovative software-as-a-service (SaaS) provider — HERs applied behavioral science to nudge people into energy-savings actions. These small nudges generated some really big results. Today, nearly every large utility in the United States uses HERs to help customers use less energy. Opower has sent nearly 1 billion of them, saving 25 terawatt-hours of energy, enough to stream 125 billion videos.

Now the company that created the HER has reimaged it. And the timing couldn't be better. Utilities across the country are setting aggressive targets to eliminate carbon from their operations by 2050, if not sooner. They also have a heightened focus on ensuring customers are satisfied. Those same customers are becoming much more cognizant of the impact climate change has on their lives. They want to do their part by adopting renewables, buying electric vehicles (EVs) and reducing their energy consumption. These customers also want personalization from all the companies they do business with. Change was necessary to increase the relevance of HERs as utilities and customers evolve.

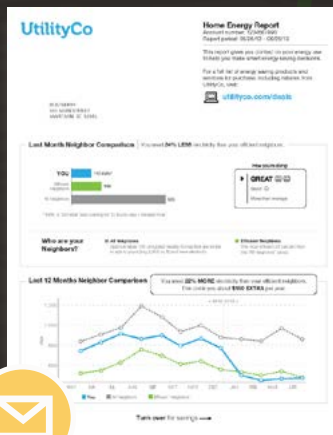
The art of thoughtful disruption

The New Opower Home Energy Reports are the culmination of a decade executing successful programs and the constant learning that comes with it. A successful introduction in 2009 was defined by building a “better mouse trap” for delivering EE savings in a highly scalable and cost-effective way. Then in 2016, Opower rebuilt its infrastructure to offer different editions of the report at scale across both paper and digital channels. The focus now is offering HERs for every type of customer and driving an ambitious learning agenda. Heterogeneity will explode, as will our ability to understand results and customer reactions at more granular levels.

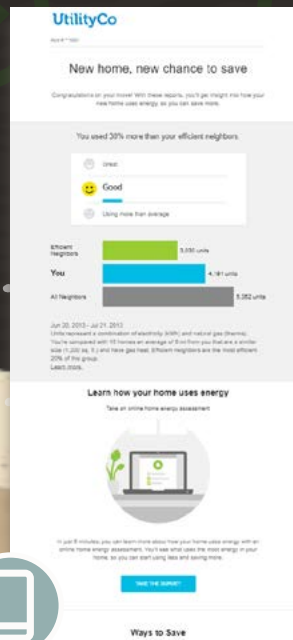
Here is how we did it.

While the process has been 10 years in the making, a concerted effort started about ten months ago inside the halls of Opower. With consumer-facing products **you MUST start with User Experience (UX) and Customer Experience (CX)**. People are inundated with information. Thousands of companies are vying for share of our minds and wallets. It is critical to stand out, especially when the topic is something most don't think a lot about... **energy**.

Original HER



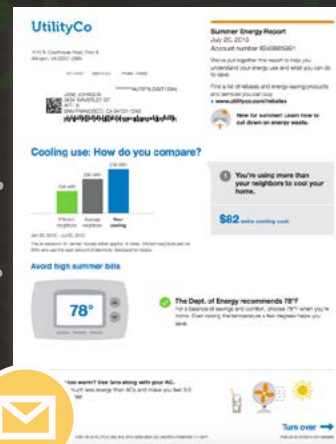
Email HER



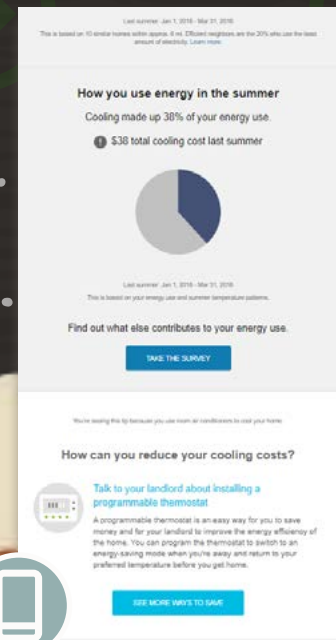
Segmentation & targeting



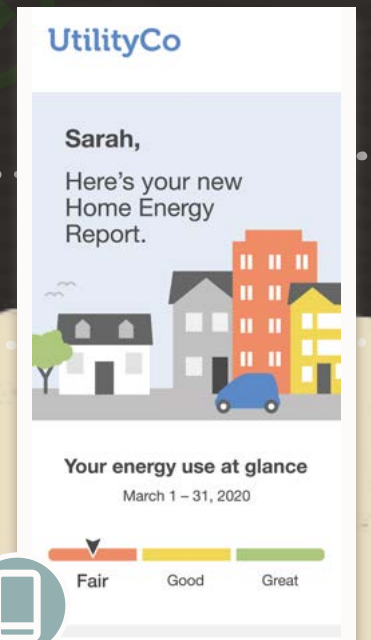
Agile HERs



Adaptive intelligent recommendations



NEW Opower HER



Understanding the impression and usefulness of HERs was an important first step. And we uncovered a seismic shift in thinking. Saving energy was still important, but the customer's overall experience when engaging with the report had become a close second. This finding told us our reports had to be more visually appealing. The information the customer would most care about had to pop off the page. And perhaps most important, the reports had to be even more personalized. If our content wasn't directly speaking to them as individuals in a highly compelling way, our utility partners were missing an opportunity.

Next we undertook a comprehensive needs analysis to identify gaps between what was happening and what should be happening. We conducted interviews with key stakeholders across our organization – customer success, product, sales, delivery, anyone that touched our HERs – to determine what worked, what didn't and what was needed in the future. There were some interesting findings here, including:

- For utilities to successfully promote products and services, they need variability in placement options and space to detail complex energy insights.
- As customers adopt new devices and complex rates, we needed a new approach to provide the heterogeneity that reflects our customer base.
- Customers that feel a “moment of pride” are more likely to take another positive action.

With a lot of information gathered, it was time to perform a design sprint, a 5-phase exercise that uses design thinking to successfully bring products to market: **Understand, Sketch, Decide, Prototype, and Validate.**

From there we had to test our findings with our utility clients. We conducted several workshops in which we gauged their goals for HER programs and the optimal ways to save energy. These workshops reinforced the importance of HERs continuing to deliver energy savings (no surprise there). But they also highlighted the need to understand customer satisfaction more deeply, e.g. tie back customer sentiment to the exact experience/version of the report they received.



Other interesting insights from our work

Here are some more findings that influenced changes to the HER:

Most people are not motivated by savings of **less than \$5-\$10 a month**.

People feel there are **far fewer opportunities to reduce consumption** and be comfortable in the summer than in the winter. Air conditioning use is seen as essential and non-negotiable.

People with programmable thermostats tend to set them and forget them throughout the entire summer. The temperature settings they choose are typically **above our recommendations**.

When planning energy efficiency home upgrades, people tend to mistakenly focus on replacing individual appliances and upgrading windows, while **overlooking more effective improvements** like sealing air leaks and adding insulation.

People on Time of Use (TOU) rates often forget their hours, or seem to have **trouble translating** them to optimal usage.

People ***not*** on TOU rates sometimes believe that **electricity is more expensive** during the day and may even adjust their behavior accordingly.

Everyone can save with the New Opower Home Energy Report

The New Opower Home Energy Report is intended to make customers of all types feel understood, empowered, and like they are an important part of our clean energy future. It is intended to help customers trust that their utility will lead them there, whether they're considering purchasing an EV, installing solar or signing up for a variable rate. It is intended to serve as a laboratory of

sorts, allowing us to test and gauge the success of new concepts so we can continually improve it.

So, what's New?



Bold, modern designs

More color, new layouts & graphics to engage and delight your customers every time



New energy insights

For all types of customers, and an experience that evolves with every one of them



Action made easy

Opower HERs make it easy to engage digitally, make smart energy purchases, and save



New behavioral techniques

Going beyond the old neighbor comparison and testing new behavioral influencers

The Home Energy Report of tomorrow, today

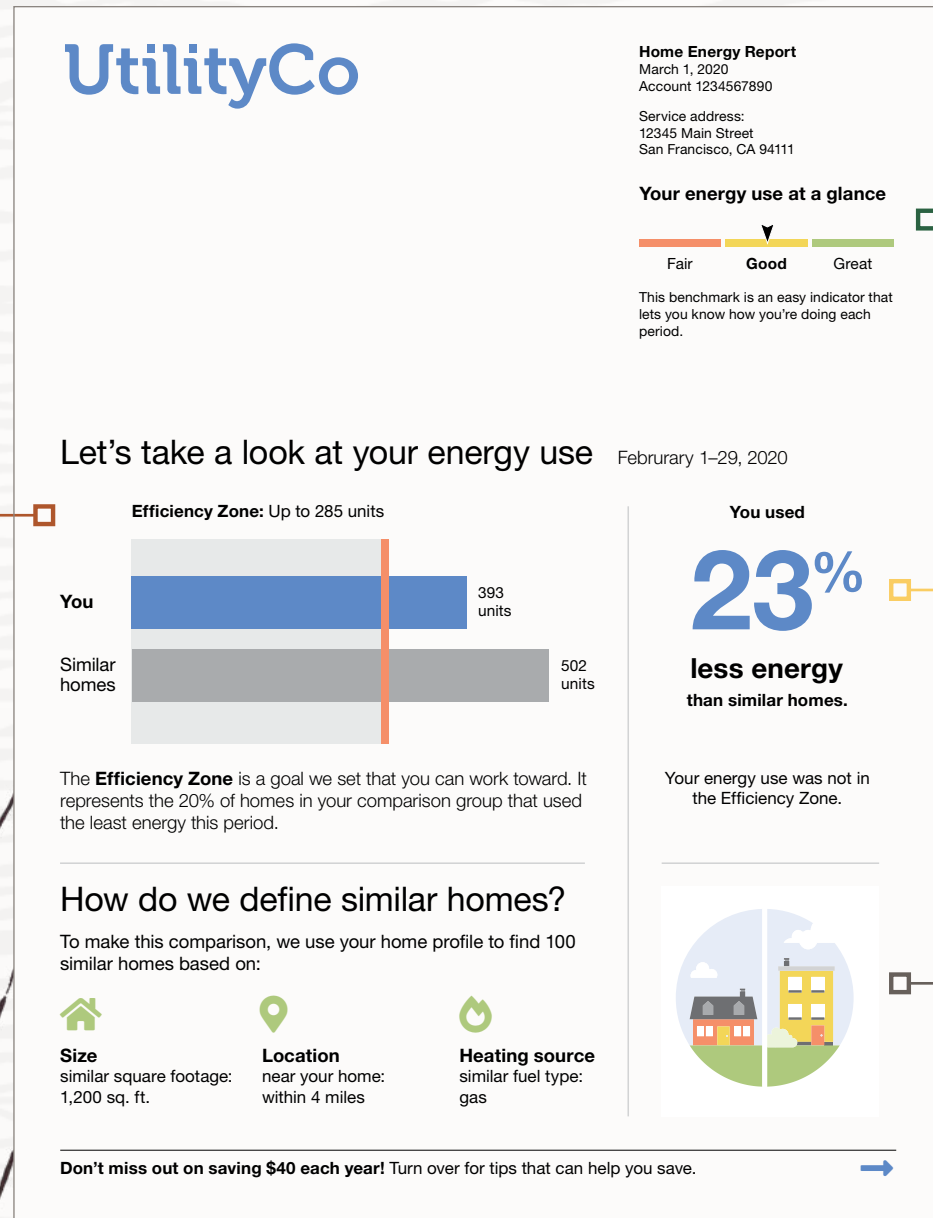
Bold, modern designs

Variable layouts ensure that no two reports are the same. There is a near-endless ability to design fresh layouts for each “moment that matters,” each customer attribute and each experience.

1

The Efficiency Zone compares a customer’s energy use to a target zone, rather than to similar efficient homes

[New behavioral technique]



UtilityCo

Home Energy Report
March 1, 2020
Account 1234567890

Service address:
12345 Main Street
San Francisco, CA 94111

Your energy use at a glance

Fair **Good** Great

This benchmark is an easy indicator that lets you know how you're doing each period.

Let's take a look at your energy use February 1–29, 2020

Efficiency Zone: Up to 285 units

You	393 units
Similar homes	502 units

The **Efficiency Zone** is a goal we set that you can work toward. It represents the 20% of homes in your comparison group that used the least energy this period.

You used 23% less energy than similar homes.

Your energy use was not in the Efficiency Zone.

How do we define similar homes?

To make this comparison, we use your home profile to find 100 similar homes based on:

- Size**: similar square footage: 1,200 sq. ft.
- Location**: near your home: within 4 miles
- Heating source**: similar fuel type: gas

Don't miss out on saving \$40 each year! Turn over for tips that can help you save.

2

The Energy Use Benchmark indicates a customer’s relative level of efficiency in a simple way

[New behavioral technique]

3

More space is dedicated to graphs and insights, calling attention to information in new and modern ways

4

Color is used more strategically and in ways that are highly accessible to customers

Front

5

Moments of Pride increase motivation by congratulating customers for taking action

[New behavioral technique]

6

A new layout uses columns to categorize groups of related information and guide the narrative

This period, you used **15%** less energy than during the same time last year

Compare energy use, year to year

393 units	450 units
February 1-29 2020	February 1-28 2019

What could have caused your energy use to decrease?
Changes in your household this period, like less appliance use or fewer people at home, may have lowered your energy use.

These tips were selected for your base usage to the **House Energy Innovation** and completed. **time of year**

- Heating**
Run ceiling fans in reverse during the winter to circulate warm air.
Save up to \$22/year
- Clothes Dryer**
Use a moisture sensor on your dryer to avoid over-drying.
Save up to \$18/year

Finish the Home Energy Assessment in 5 minutes or less

Having some details in your home profile is a good start, but having a complete picture of how your home uses energy will go a lot further. Just by completing a quick survey, you can start getting more personalized tips in each report.

To complete the survey, scan the QR code, or visit utility.com/homeprofile.

We're here to help | 1-888-999-0000 | efficient@utilityco.com | UtilityCo.com/HomeEnergyReport

Save more with special rebates and energy-efficient products you can buy at: utilityco.com/energysavingsproducts

UtilityCo

Savings are estimated for typical premises in the UtilityCo service area and your actual savings may vary. UtilityCo cannot guarantee the amount of money or energy you may save by implementing the recommended actions. This report is printed on 10% post-consumer recycled paper using water-based inks. © 2010-2020 Oracle. All rights reserved.

7

Personalized context on how customers are faring compared to previous months and rationale for any deltas

8

Iconography emphasizes information that matters, like our library of personalized recommendations

9

QR codes are used to spur easy action on related programs, such as Home Energy Assessments

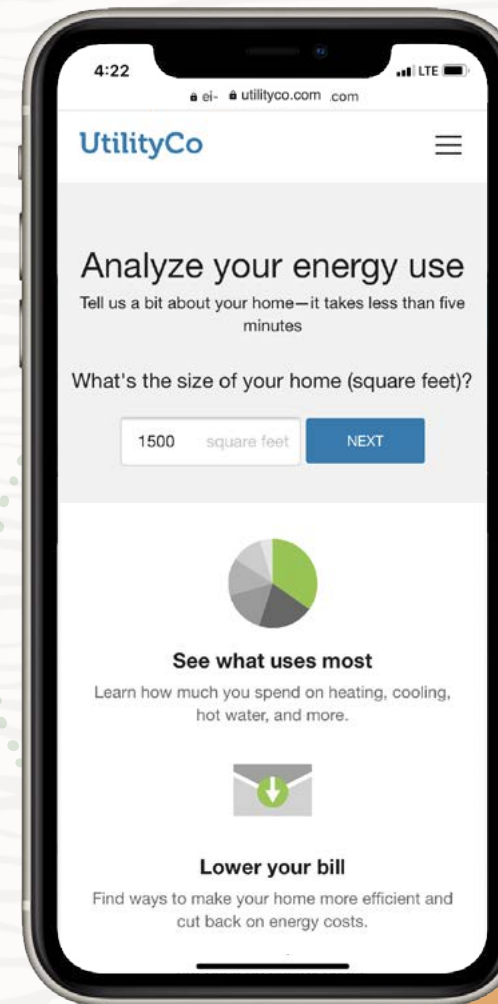
Back

Action made easy

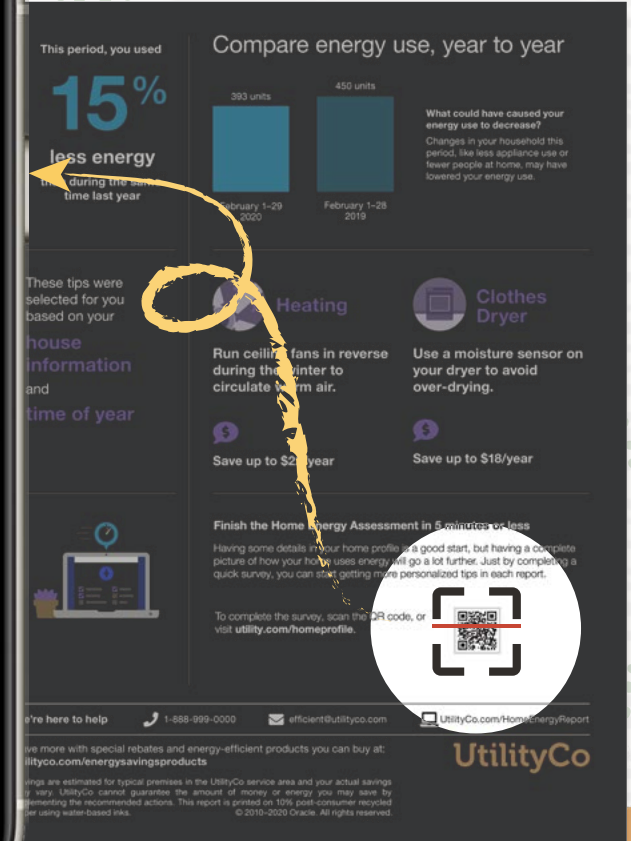
We've integrated digital touch-points into each interaction and made it easy for customers to act. Customers can effortlessly explore their energy use and adopt programs and devices that improve their homes and lives.

Here are a few ways we are making it simple for customers to act:

- Cross-product and cross-channel campaigns **enable deeper engagement and savings**. Home Energy Assessments (HEAs) and High Bill Alerts (HBAs) can be coupled with HERs to provide complementary messaging that builds on each outreach type. For instance, a customer with higher than typical air conditioning use sees a related message in a module on their HER, then again in an HBA delivered in the same timeframe. We've seen HBAs, which alert a customer when they're on track for a higher than normal bill, deliver 0.7% energy savings alone and an incremental 0.5% when paired with HERs.
- The inclusion of **appliance-level disaggregation insights**, alongside relevant promotions and tips, drive customers to take action on inefficient end-use.
- EasyOpen technology enables customers to answer **bite-sized questions** about their home when taking an energy assessment without the barrier of logging in. This unique feature personalizes experiences in real-time and has increased engagement by 5x.
- Interactive email technology will allow customers to **interact with dynamic content** in the email itself. This will enable a customer to scroll through a carousel of tips or respond to a question prompt without needing to click through to the web.



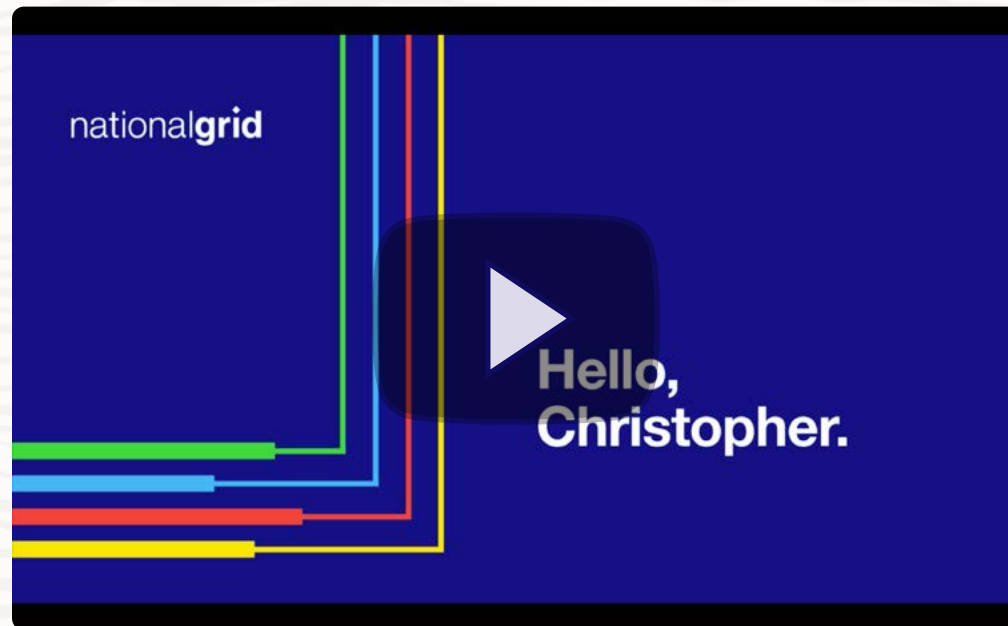
EasyOpen reduces barriers to engagement



New energy insights and experiences

More flexibility in program design

We've also moved beyond paper and email with a first of its kind video HER. Already piloted with 33,000 National Grid customers, Opower video HERs contain personalized, animated insights on customer usage and how to save and cut costs.



Different reports based on utility outcome goal and type of customer

Our utility clients and their customers are both evolving quickly, creating a need for deep personalization in the HER. Matching insights with the attributes that make a customer unique builds trust and advises them most effectively. On the client side, utilities can select a report type based on their outcome goal, e.g. energy efficiency, satisfaction or program promotion. Similarly, we have reports for different types of customers – EV and solar owners, people with and without smart meters, those on variable rate plans, limited income households...the list goes on.



The road to continuous improvement

The New Opower Home Energy Report is a significant step change in Behavioral Energy Efficiency. But we are not stopping there. Everything we do must preserve (and ideally improve) energy savings and customer satisfaction. That is why we have dramatically improved our ability to measure the effectiveness of each report, and how customers engage with them. These reports have essentially become a large-scale laboratory for testing new behavioral techniques and consumer engagement tactics. An emphasis on digital channels allows customers to say what they like and don't like about their HERs. Click tracking drives increased action by ensuring content is even more personalized. All of these metrics, which are received from feedback modules, digital engagement and customer engagement trackers, ensure that every experience we put forth is creating delight and delivering meaningful results.

The same great HER utilities have come to know, love and trust has been reimagined. These innovative advancements make the New Opower HER


a key enabler of our clean energy future. As part of the [most complete software platform in the industry](#), Opower HERs play an important role in empowering utilities to create holistic customers journeys that achieve a wide range of demand side management (DSM) and customer engagement outcomes.


Opower has again set the bar on what a HER should be. And we won't stop until we are working together to deliver personalized energy insights to every energy customer.



Connect with us

For more information or to learn how the New Opower Home Energy Report can be part of your engagement and clean energy strategies, email us at oracleutilities-global_ww@oracle.com or visit www.oracle.com/utilities.

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