

Opower Affordability Solution

Help more low-to-moderate income (LMI) customers achieve energy affordability.

With trillions being invested in decarbonizing and modernizing energy supply infrastructure, energy prices grow more unaffordable for the most vulnerable low-to-moderate income (LMI) customers. These customers already face significant challenges and are disproportionately affected by these rising energy costs. As utilities strive to minimize operating costs associated with call volume, arrears, shutoffs, and collections, they look for cost-effective ways to proactively engage LMI customers. This includes helping these customers overcome the psychological and logistical barriers to seeking financial and bill management assistance.

A key focus for utilities is increasing program awareness, improving customer identification, and simplifying the coordination of program enrollments all while maintaining customer satisfaction. To effectively address these issues, utilities need tools and solutions tailored toward LMI customers. These solutions should provide personalized and empathetic outbound and digital experiences, designed to engage vulnerable customers throughout their energy journey. This includes connecting them to and making it easier to enroll in much-needed utility and government programs that provide financial and energy efficiency assistance.

Find, reach, and enroll LMI customers in energy assistance programs.

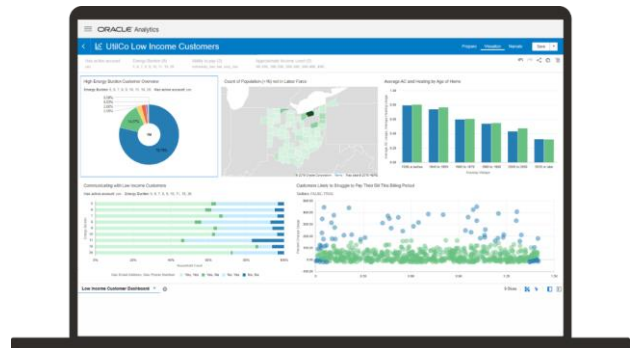
Opower's Affordability Solution revolutionizes the way you serve your most vulnerable customers. By leveraging cutting-edge predictive analytics, we find LMI customers who are likely eligible for assistance. We then reach customers with thoughtfully crafted email communications, designed with behavioral science techniques and in-depth user-experience research, to achieve maximum impact and engagement. Through these emails, we guide customers through a brief survey to predict their eligibility for energy assistance programs displayed in a streamlined one-stop-shop experience. Here, customers can effortlessly navigate their options, review important program requirements and details, and initiate the enrollment process.



Find LMI customers: Leveraging predictive analytics, Opower produces insights from multiple layered data sets that make it easier for utilities to identify their low-to-moderate income customers in their service area.



360-degree customer views: Employ Opower Analytics Visualization technology to gain in-depth insights into household-level energy burden, third-party data sets, and additional LMI insights. This powerful tool allows you to view important customer details, enhancing your ability to tailor your customer outreach effectively. By employing precise segmentation and targeting, you can ensure your campaigns are delivering the right message to the right customers at the right time.

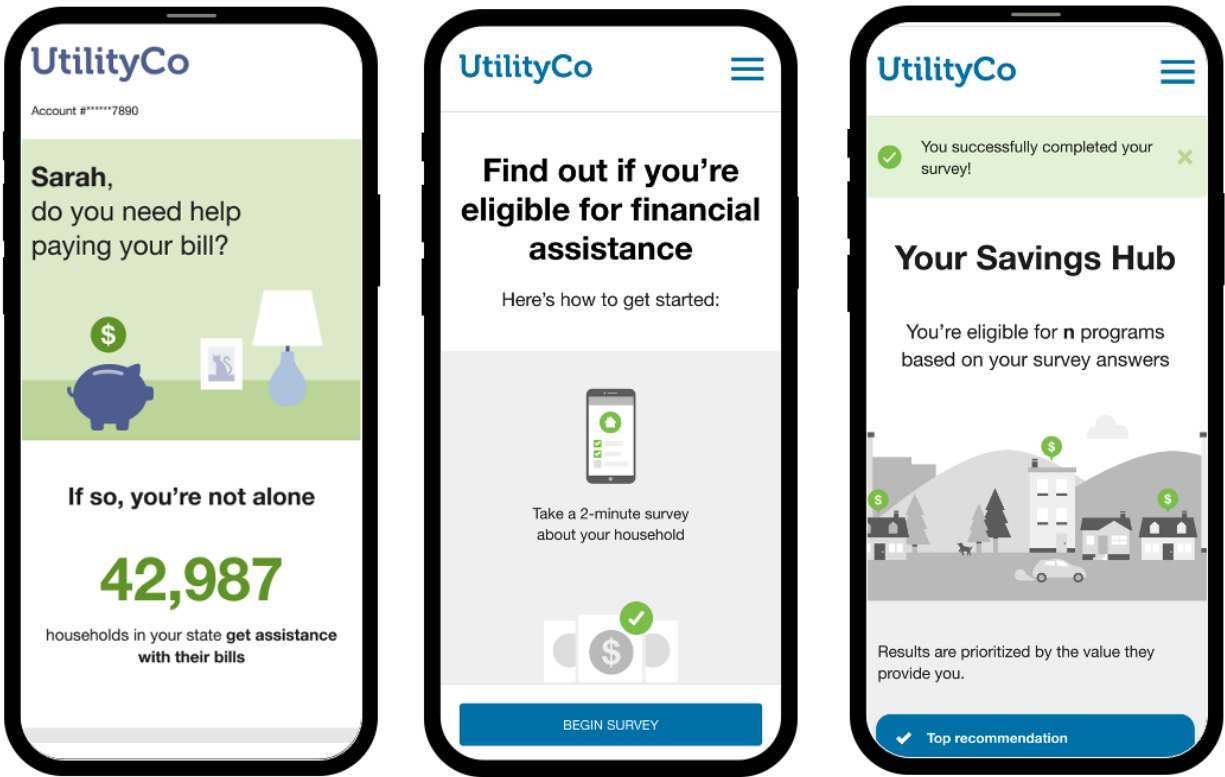




Reach customers with personalized communications: Customers will receive and engage with personalized emails and web experiences. User-experience research and behavioral science techniques are used to inform the design of these communications to maximize impact.



Enroll customers – Savings Hub: Customers answer a brief set of questions before entering the Savings Hub, a one-stop-shop to discover a personalized list of programs for which they are likely eligible. Here, they can learn how much they can save, gain detailed information about programs, and start the enrollment process. The Savings Hub is customizable – you choose which programs populate the tool.



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

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