

# Oracle Utilities Opower Energy Efficiency Cloud Service: Email Home Energy Report



With the Email Home Energy Report feature of Oracle Utilities Opower Energy Efficiency Cloud Service, utilities can deliver highly personalized energy insights to customers at home or on the go.

## KEY BUSINESS BENEFITS

- **Offer mobile-friendly content:** Reach customers on the go with a layout that feels intuitive and natural across devices.
- **Bring your brand forward:** Customize the look and feel of the report to match your brand.
- **Deliver personalized content:** Quickly and easily identify the right message for each customer.
- **Amplify your marketing:** Promote demand-side management programs to the customers most likely to take advantage of them.
- **Help customers make smart energy purchases:** Help customers save on bills and point them to an online marketplace to make energy-smart purchases for their homes.

## Overview

As customers increasingly turn online for information, delivering insights through mobile and online channels becomes more important. Email Home Energy Reports take all the best content from paper Home Energy Reports and format it into a template that is optimized across mobile and desktop devices. Paired with paper reports, Email Home Energy Reports can amplify savings and satisfaction, drive program lift, and jumpstart digital engagement.

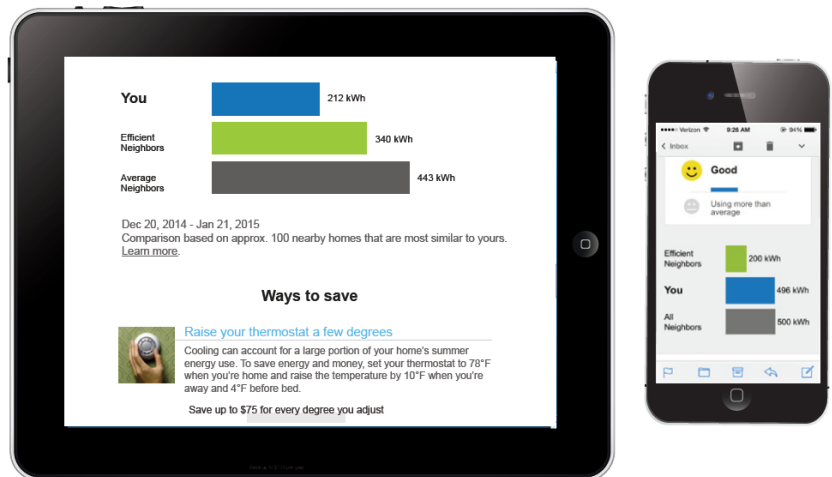


Figure 1. Email Home Energy Reports are optimized for tablet, smartphone, and desktop devices.

## Mobile-Friendly, Brand-Friendly Design

Email Home Energy Reports have a responsive, mobile-friendly design that keeps customers engaged no matter what devices they use. Because of its customer segmentation capabilities, the reports also allow for deeper branding and targeted offers to help utilities deliver the right message to each customer, thus strengthening customer relationships.

**RELATED PRODUCTS**

Oracle Utilities Opower Cloud Services includes the following related products:

- Oracle Utilities Opower Peak Management Cloud Service
- Oracle Utilities Opower Customer Service Interface Cloud Service
- Oracle Utilities Opower Digital Self Service Cloud Service
- Oracle Utilities Opower Proactive Alerts Cloud Service
- Oracle Utilities Opower Data Exploration Cloud Service
- Oracle Utilities Opower Points and Rewards Cloud Service
- Oracle Utilities Opower Rates Engagement Cloud Service
- Oracle Utilities Opower Marketplace Cloud Service, with Enervee
- Oracle Utilities Opower Business Digital Engagement Cloud Service, Powered by First Fuel

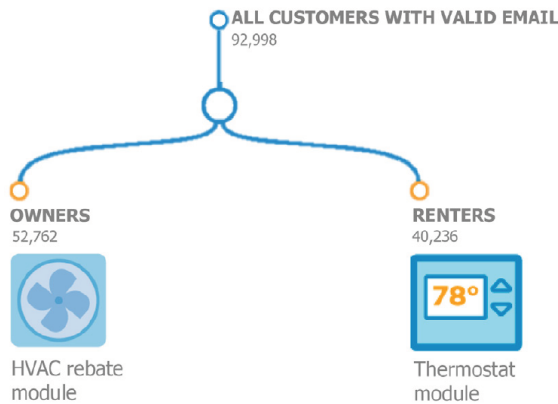


Figure 2. Segmentation tools enable utilities to deliver relevant information to customers.

## More Robust Marketing

Email Home Energy Reports leverage a flexible marketing platform that enables utilities to send personalized tips and promotions to each and every customer. With advanced segmentation and targeting tools, utilities can narrow down customers based on more than 200 unique attributes—from energy usage data to third-party parcel data to digital engagement insights. Utilities can also use Email Home Energy Reports to advertise their loyalty program powered by Oracle Utilities Opower Points and Rewards Cloud Service. Customers can also be directed to an online marketplace—such as the Oracle Utilities Opower Marketplace Cloud Service, with Enervee—featuring energy-smart, cost-effective products.

## Measurable Results

Email Home Energy Reports deliver meaningful, measurable results including:





- 20 percent boost in savings when customers receive both paper and digital reports
- 10 percent increase in satisfaction when customers receive both paper and digital reports

### CONTACT US

For more information about the Email Home Energy Report feature of Oracle Utilities Opower Cloud Energy Efficiency Service, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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