ORACLE®
Utilities

Expanding Customer Engagement to the Grid Edge

Oracle Opower Distributed Energy Resources Customer Engagement

Distributed energy resources (DERs) continue to revolutionize the utility/customer relationship every day as customers' needs become more complex. Oracle Utilities Opower launched Distributed Energy Resources Customer Engagement to provide utilities with the tools to position them as the trusted energy advisor to customers at the grid edge. The offering will initially focus on customers with solar rooftops and expand to other types of DERs, such as electric vehicles and residential battery storage.

"With Oracle, we have been able to regularly deploy new web tools for our solar customers and are updating them frequently to ensure we are providing the best experience possible."

Feltrin Davis, Principal Project Manager, Exelon

CUSTOMER ENGAGEMENT ADAPTED TO THE GRID OF THE FUTURE

Modern customers love new technology, and they're adopting more of it faster, including ones that impact energy infrastructure and grid operations. And they want their utility to help them make that new technology work. Unfortunately, the vast majority of today's customer engagement solutions are aimed at the grid of yesterday (when customers weren't generating energy).

Oracle Utilities Opower Distributed Energy Resources Customer Engagement enables utilities to align with their customers at the edge of the grid, starting with residential customers with solar rooftops. The toolkit is designed for premium flexibility and will gradually expand to other types of DERs with future updates and evolutions.

This solution builds upon Oracle Opower's extensive expertise in providing personalized energy and billing insights to customers (100+ utilities and counting) as the top provider of Home Energy Management in Navigant's most recent study and the driving vendor force behind PG&E and BG&E websites ranked by Esource as the best residential websites in North America.

KEY TAKEAWAYS

- Give solar customers the insights they need
- Become trusted energy advisors for the modern tech-savvy customer
- Reduce the strain of solar calls on your CSRs
- Build on the award-winning Opower web solution
- Exploit Navigant's leading Home Energy Management platform

ORACLE®

RESIDENTIAL CUSTOMERS WITH SOLAR ROOFTOPS

Oracle Opower's user research looked into the solar customer journey and uncovered one single major motivation for customers to adopt solar: expected savings on their electricity bills. Unfortunately, those expectations are often inflated. Add to that disconnect the fact that most customers find solar billing and jargon extremely complicated, and the reasons solar adoption negatively impacts a utility's satisfaction rates and drives up call volume become obvious. (In fact, one west-coast utility receives 20,000 calls a month from their 350,000 solar customers and 40% of their solar calls are 10-20 minutes long.)
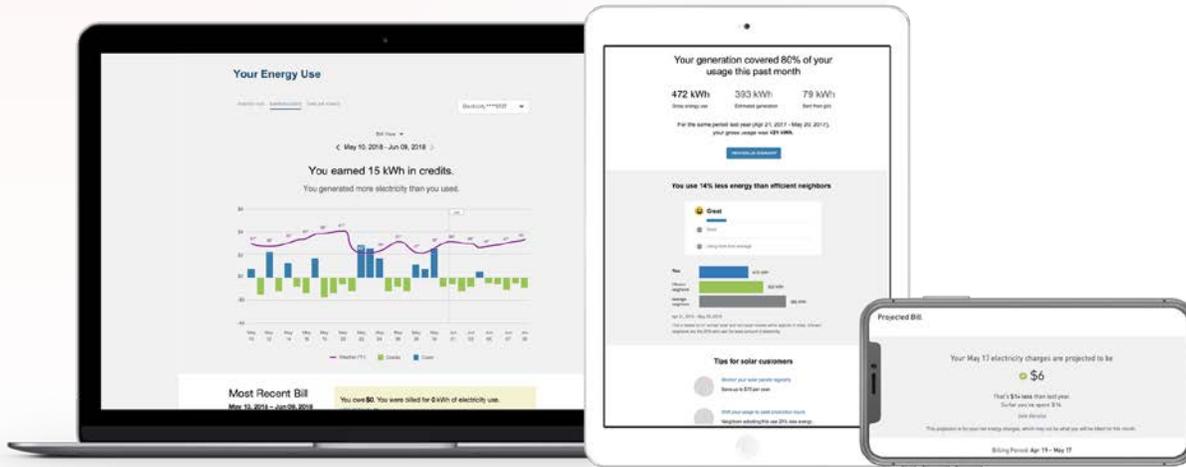

Figure 1. Examples of our Digital Self Service and Energy Management widgets with responsive layouts. Data browser, neighbor comparison and bill comparison pictured.

What's in the box: Opower Distributed Energy Resources Customer Engagement (Rooftop Solar)

More than 70% of rooftop solar customers at a West Coast utility reported that Opower Distributed Energy Resources Customer Engagement made understanding solar billing easier, and 86% will touch those insights again in the future. 92% say they'd be more likely to log-in to PG&E.com if the generation data continued to be available.

The solution includes both web and outbound components:

- A series of **Welcome Communications** that proactively explain solar billing to new customers, include reminders to stay energy efficient and provide anniversary reviews

- A **Welcome to Solar** widget explaining solar billing and net energy use to new solar customers

- A **Net Energy Metering** feature that shows customers how much energy they send to the grid, how much energy they received, and how those figures affect their net energy metering billing

- A **Solar Savings Insights** widget that shows customers how much they saved with solar by comparing their bills before and after

- **Tips** advising customers how to get the most of their rooftop solar systems

Integrated Cloud Applications & Platform Services

ORACLE®