The Oracle Utilities Opower Home Energy Report (HER) was first launched over 10 years ago to change the way consumers use energy. We harness our Demand Side Management experience, the strength of our industry-leading User Experience team, and behavioral science to continue to drive customer action. Opower is the world’s most widely deployed utility customer engagement platform. Opower HERs have been deployed at over 100 utilities and have driven over $2 billion in customer savings, more than any other Behavioral Energy Efficiency (BEE) provider.

DESIGNED FOR YOU AND YOUR EVOLVING CUSTOMERS

Our HERs help utilities and their customers thrive. HERs strategically improve energy-use awareness through personalized, dynamic insights. Opower draws from a best-in-class user-centered design approach, and quantitative and qualitative research, to design next-gen HER experiences that solve for emerging Demand Side Management (DSM) needs, including new customer segments and evolving customer expectations. We deliver the highest-quality HERs using personalization analytics, a breadth of energy insights, and rich behavioral design - deployed with the goal of helping you delight your customers and helping them improve their energy use too.

A CUSTOMER EXPERIENCE THAT SAVES ENERGY

Data alone cannot provide the energy savings Opower delivers at scale. This is possible because of Opower’s relentless focus on what works to deliver against the outcomes that matter most to you, including optimizing your omni-channel customer experience.

Key Benefits:

The HER was designed to deliver scalable savings, and it has. Consumer households supported by the Opower Behavioral Energy Efficiency programs have reached more than 24+ TWh of cumulative energy savings, and $2 billion+ in customer savings. With Opower BEE you can deliver against the outcomes that matter most:

- Engage all of your customers in energy efficiency.
- Drive cost-effective EE savings; 1.5 - 2.5% savings on average.
- Drive more customers digitally; up to 1% in energy savings with digital energy reports alone.
- Increase customer satisfaction; achieve a 5-8% bump in customer satisfaction.
- Up to a 30% lift in program participation on average; as much as 60% in some cases.
Opower enables utilities to drive cost-effective energy savings, and achieve incremental energy savings while driving behavior change - with a variety of Opower energy reports. Opower’s BEE products work together to provide a best-in-class, omni-channel customer experience that touches your customers at the moments that matter and positions you as a trusted energy advisor.

Opower delivers DSM results through an entire customer experience that saves energy. We are also reimagining all our clients’ behavioral programs to be digital-first. We’ve seen that even as paper reports have decreased in the past several years, Opower has continued to deliver more and more savings with digital energy reports.

WE DELIVER MORE THAN JUST BEHAVIORAL ENERGY SAVINGS

It’s the top of the funnel and your most effective marketing tool for driving adoption of all your longer-lived measures. Today, digital energy reports – like the email HER (eHER) (shown on right) – are the real workhorses of our clients’ behavioral programs. They’re much more cost-effective to deliver than paper HERs, and utilities are able to engage their customers with eHERs more often to promote new programs and measures, and to amplify digital engagement.

Opower delivers new customer experiences and enhances your dynamic segmentation and marketing capabilities: We can send personalized reports to key customer segments. For instance, Opower analyzes energy use patterns to identify EV customers. We can help you welcome, onboard, engage and delight your EV customers. We also help them understand how their EV charging impacts their energy use and keep energy efficiency in mind.

Opower’s digital energy reports achieve impressive digital engagement results: To improve the efficacy of our eHERs, and increase completion of Opower’s online audit, the Home Energy Analysis (HEA), we’re now using an Easy Open experience (a secure token embedded in the eHER) – and this has unlocked nearly 5X more online audit completions compared to the same audit promotion that requires a separate login step.

Opower uses the latest technologies to amplify digital engagement: Paper HERs play a vital role in delivering energy savings. They’re critical for engaging hard to reach customers, including those that are offline or have opted out of receiving digital communications. By adding a Quick Response (QR) code (with our Easy Open experience too) to a paper HER, Opower report recipients can scan the QR code to launch and seamlessly access the HEA – enabling them to improve their energy reports.

Did you Know?

You can use Opower’s digital and paper reports to deliver cost-effective EE savings and engage your customers at the moments that matter (seasonal change, new mover, DER purchased, or when a smart home device is installed). Opower also enables you to send energy reports to key customer segments – like new movers or low-income customers – creating personalized HER experiences.

Take the Next Step

Utilities across the world partner with Opower to deliver accurate and actionable energy insights to their customers while achieving consistent energy savings. Explore:

- Digital Self Service Energy Management (DSS EM) is a flexible and beautifully designed web solution – designed to fit on any screen or device, including smartphones and tablets. Many Opower clients’ websites are listed amongst E Source’s Top-Rated Utility Websites.

- Inside Opower (standard): Easily track results and control your programs from start to finish using tools and dashboards on Inside Opower.

- Proactive Alerts (add-on): Engage your customers and help them manage their energy use with weekly energy updates and alerts before they receive a higher-than-average bill.

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