

ORACLE

Oracle Energy and Water
Customer Edge
Conference

Affordability

Workshop

Maria DeChellis

Senior Director, Strategy and Value

Oracle Energy & Water



Affordability versus Assistance

Panel introduction

Status of current journey

What is being done

What is being done to help

Identifying customers in need

What has worked

Innovation in affordability

What is Left

What hasn't work

How do you pivot?

What is next?

Meet your Panelists



Antoine Tilmon

VP NV Energy
A Berkshire Hathaway
Company



Chimaobi Chijoke

Vice President
Southern Company



Maria DeChellis

Senior Director, Strategy and
Value
Oracle Energy and Water

An abstract illustration at the top of the page shows two hands holding a globe. The hands are rendered in a collage style with various colors and patterns, including brown, blue, and orange. The globe is a dark blue sphere with a yellow-orange oval in the center. The background is a solid dark blue with some faint, thin black lines.

Assistance

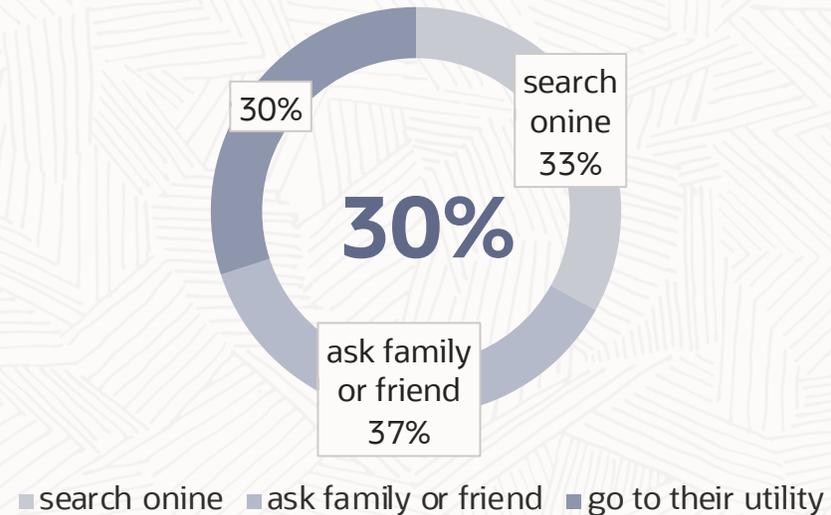
Intent versus Impact

97 Million

Americans live below 200% of the federal poverty level

Limited income customers have hard challenges

Customers struggled to pay their utility bills and look to their utility for help



look to their utility
for assistance

\$4.21M was the annual amount of operational expenditures due to broken payment arrangements at one utility

More than 60% breakage of deferred amount

-
- Customer Service handling
 - Bad Debt
 - Field service

Limited income customers need better help to afford energy service

“I haven’t heard of WAP.”
[Reads about it]
“They insulate my house
and stuff like that? I need to
write that down.”



Pam has not
been identified

“I have heard of LIHEAP. I
saw it online with my bill. I
don’t know what it is
exactly.”



Sarah has not
been reached

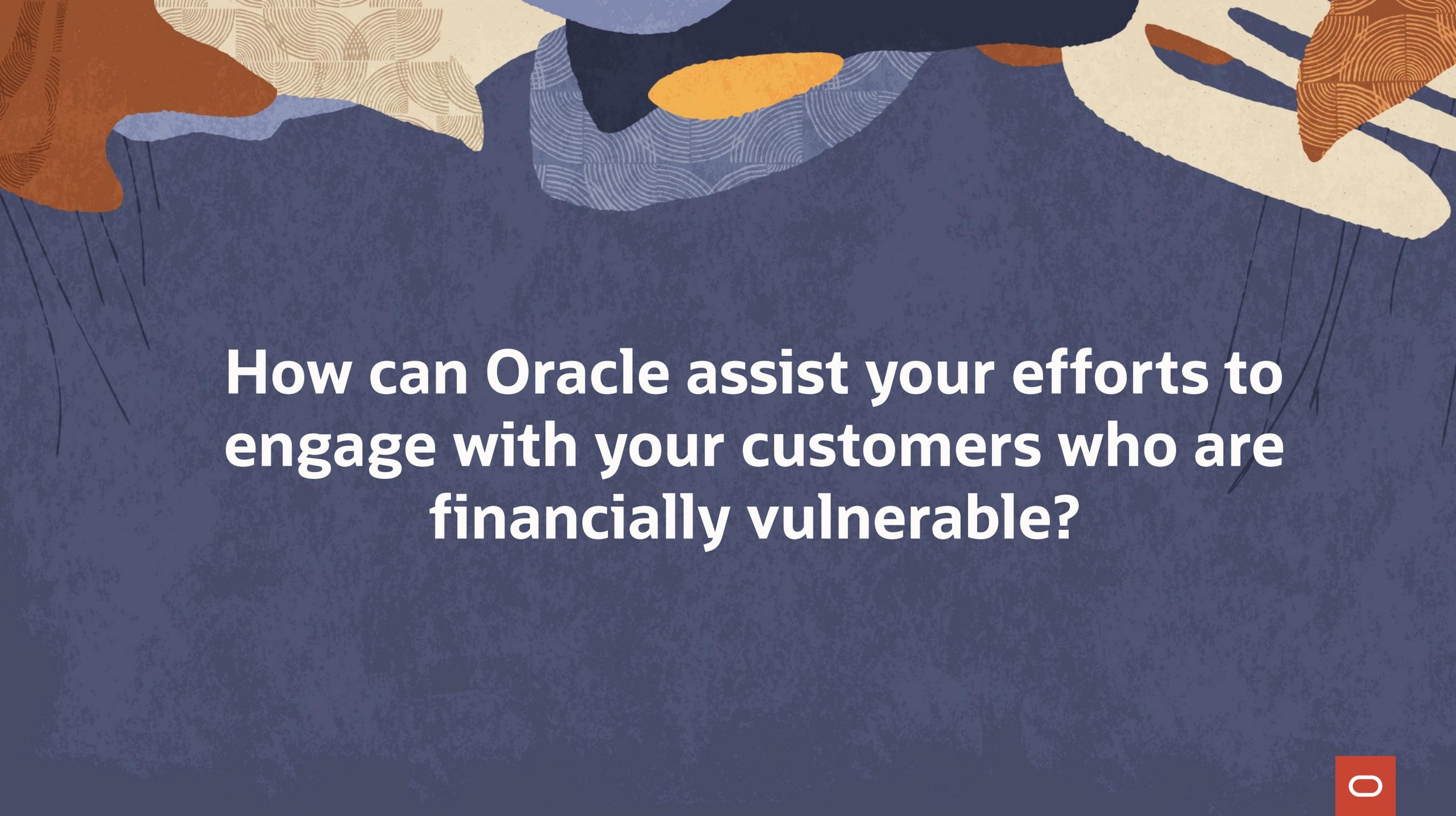
“Nothing is user friendly.
You can’t do it on your
phone or an app. They ask
for everything under the
sun, including your birth
certificate. It’s a lot of stuff,
it’s just not even worth it.”



George has not
enrolled

“Instead of telling myself- that’s not energy’s issue, I ask myself, what can energy do to solve the problem?”

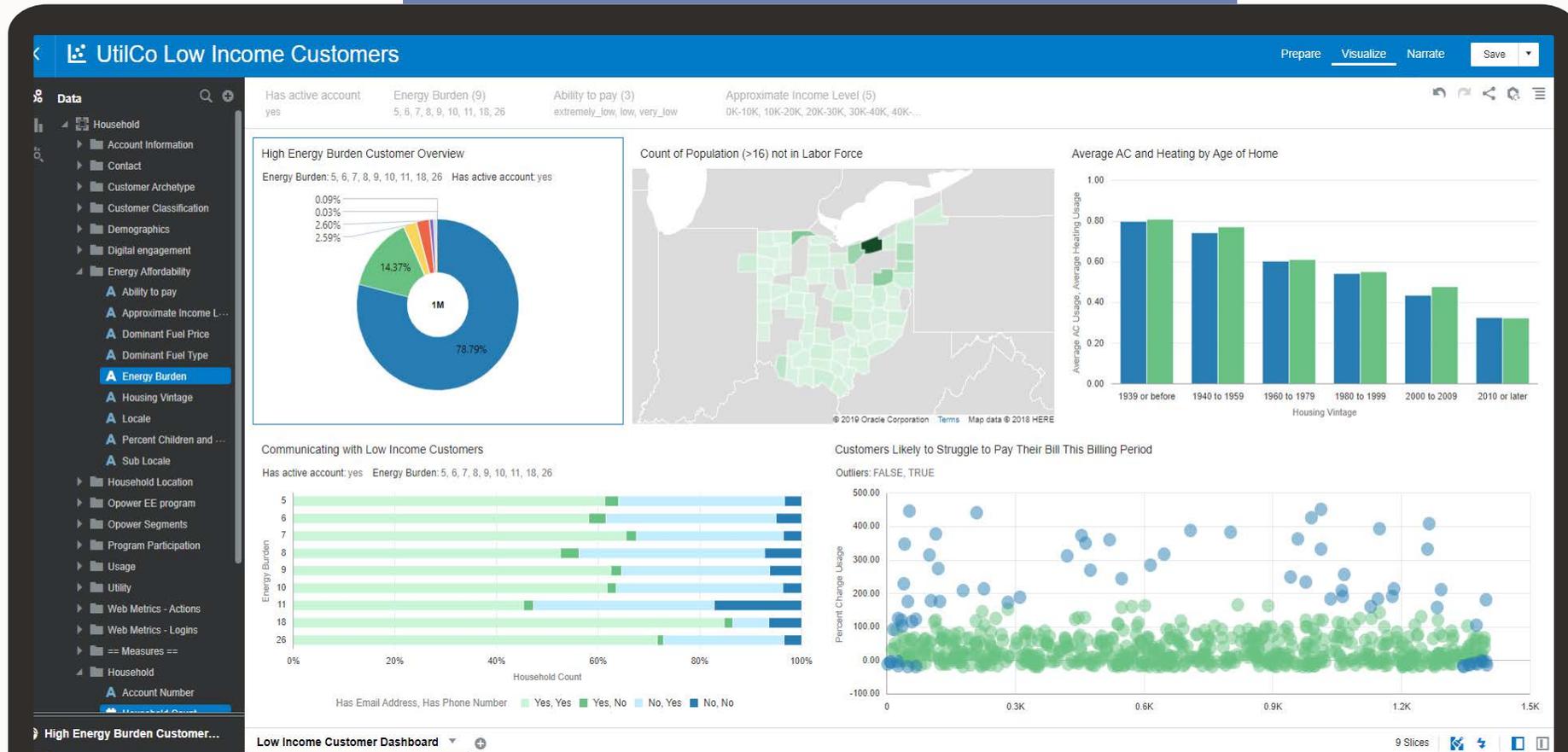
Jessica Mammel
Consumers Energy

An illustration at the top of the page shows two hands holding a globe. The hands are rendered in a stylized, textured manner with various colors like brown, blue, and orange. The globe is dark blue with a yellow-orange band around its equator. The background is a solid dark blue with some faint, thin lines.

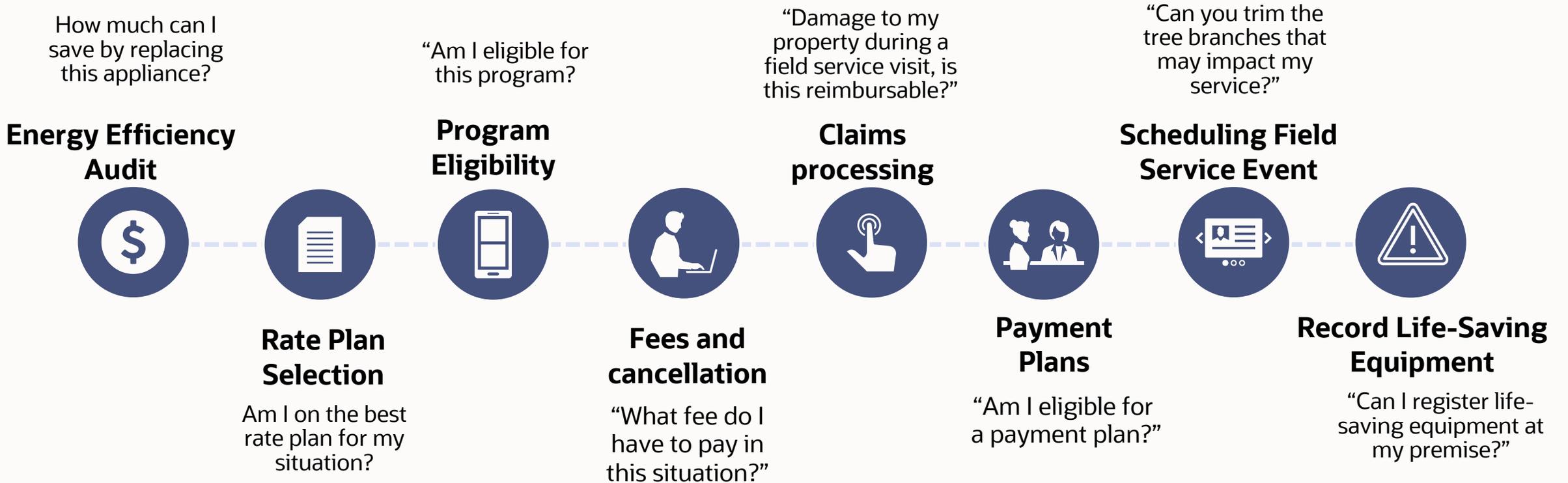
How can Oracle assist your efforts to engage with your customers who are financially vulnerable?

Predictive analytics for Limited Income Customers

Opower Analytics Visualization (OAV) Tool

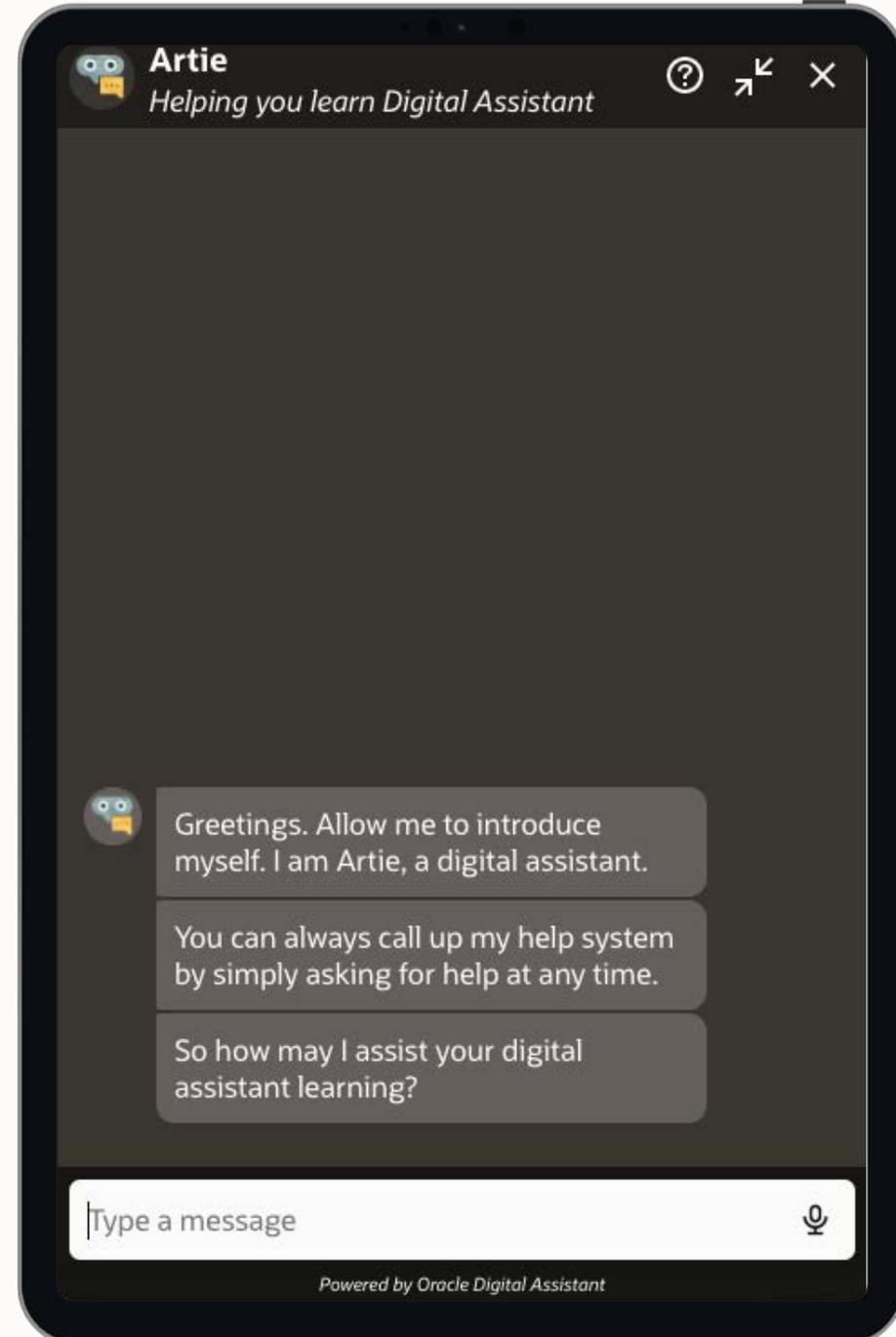


Intelligent Advisor?



Oracle Digital Assistant?

- Platform to build intelligent chatbots
- AI based Natural Language Processing (NLP)
- Business Process integration for Intelligent Automation
- Talk or send a text for answers, process a request, drive action
- <https://bit.ly/ODADoc>



Next-Generation Agent Service experience

Maria Villa

00:49

Account: 87654473881 | Customer Class: Residential | CIS Division: California | Family Member: Dubois, Gabriel

> Try "Suggestion here"

Recently viewed

Life Support Sensitive Load **EV Owner**

Phone: 555-222-3333
 Email: maria@mymail.com
 Driver's License: CA-*****2342
 Current Balance: **\$289.31** [Take a Payment](#)

Programs

- Budget Billing** Enrolled [Unenroll](#)
- Auto-pay** Not Enrolled [Enroll](#)
- E-bill** Not Enrolled [Enroll](#)
- Weekly AMI Report** Not Enrolled [Enroll](#)

Insights

EV Detection

Electric Vehicle detected
 Meter usage profile at this premise suggests the customer has an EV, for the best value suggest the EV TOU rate plan.

[Sign up for EVTOU](#) [View Disaggregation](#)

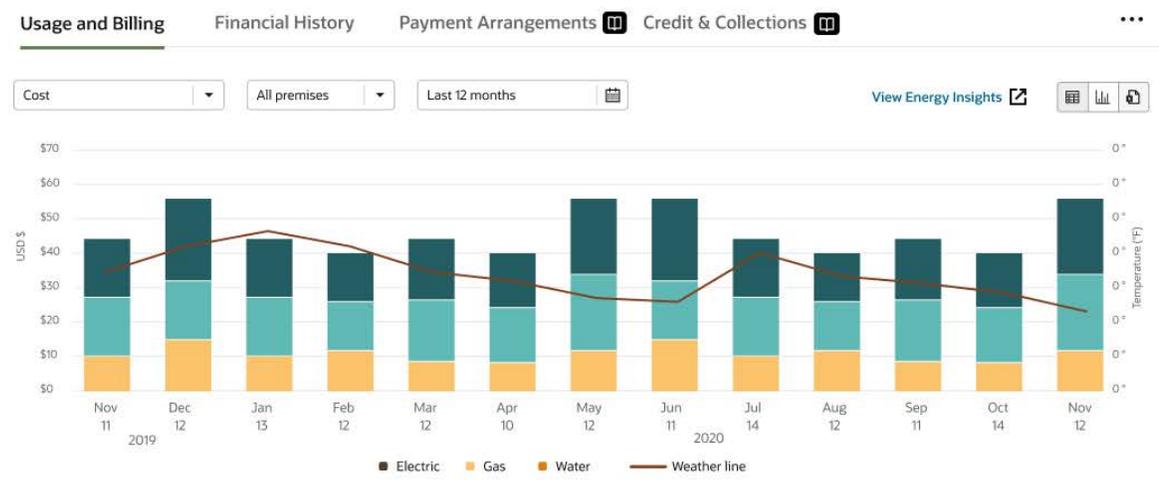
Customer is using 24% more energy than efficient neighbors. [Ways to save](#)

Activity

Filter by: Last 12 month

- Today, October 26**
- Weekly AMI Report
Delivered to maria@mymail.com
- Interaction - Chat
Outcome: Positive
Customer was asking about an ongoing program for a rebate on efficient appliances
- Service Request - Tree Trimming
Critical severity, in status In Progress
Tree branch broke during a storm and is near powerline on property
- Yesterday, October 25**
- Field Activity
Meter Swap
Completed meter swap on 123 Hayes as of 10/25
- Bill for \$254.89
Due October 25, 2020, 32 days in bill
- Thursday, October 22**
- Web Activity - Mariavilla123
Budget Billing Enrollment
Budget amount is \$280, with a true up in October 2022
- Web Activity - Mariavilla123
Completed Home Energy Assessment

- 123 Hayes St. #304 San Francis
- Electric (EV-TOU)** On Smart Met
 - SA - Residential EV TOU
 - SP - Residential / A
 - Smart Meter / 1
 - MC - Electri
- Gas (STANDARD)** On
 - SA - Residential
 - SP - Residential / A
 - Smart Meter / 1
 - Lorem



Questions to ask yourself...

Are we creating an affordability plan that is inclusive of all our customers?

Where does the desk / building end and the responsibility to go into the community begin?

What can energy do to help?

