

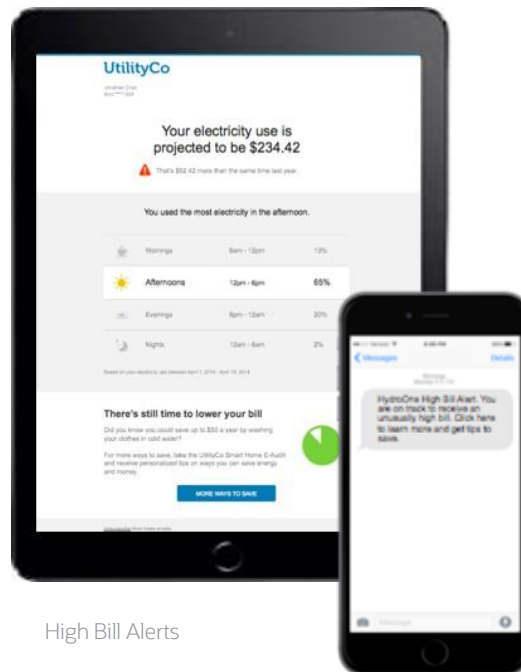
# Oracle Utilities Opower Proactive Alerts Cloud Service

Proactive alerts reduce service costs by answering customers' questions before they contact the call center. They raise satisfaction by illuminating customers' energy use, notifying them when they trend toward high bills, and offering personalized tips to keep costs down. With Oracle Utilities Opower Proactive Alerts Cloud Service, you can move customers onto digital channels and introduce them to self-service web tools and experiences.

## THE BUSINESS CASE FOR PROACTIVE ALERTS

Billing concerns are the number one driver behind utility call volume. Customers who have questions about their bills—and particularly high bills—call their utilities more often and cost more to serve than customers who don't. Households that experience bill shock are also less satisfied. Surprise high bills are a strongly negative interaction that damages the relationship between customers and their utilities.

J.D. Power found that proactive alerts—which can prevent bill surprise—are a top area of focus for utility customer service. By warning customers when they're on track for expensive bills and informing customers about their energy usage, utilities can bring clarity to the billing process, raise satisfaction, and dramatically reduce the frequency and cost of billing-related calls.



**“What we’ve achieved is a reduction in churn, a reduction in cost to acquire, a huge uplift in brand sentiment — and a massive uplift in customer satisfaction.”**

**BEN HARVEY-LOVELL**  
HEAD OF MARKETING  
MERCURY, NZ Retailer

## Key Benefits

- Increase clarity in the billing process
- Achieves up to 80% customer satisfaction
- Up to 22% reduction in high-bill calls
- Drive customers toward self-service web tools. Duquesne moved 17,000 customers online
- Average 63% open rate and 9% click-through rate

## Key Features

- High Bill Alerts delivered via SMS, IVR, or email
- Weekly Energy Updates powered by smart meter data
- Electric, gas, dual fuel
- AMI and non-AMI

**ORACLE**

## AN EFFECTIVE ALERTS SOLUTION

Like data overage alerts for your phone or fraud alerts for your credit card, alert messages from Oracle Utilities Opower Proactive Alerts Cloud Service provide timely insights that help households understand and control energy use. The product suite includes High Bill Alerts and Weekly Energy Updates.

High Bill Alerts use machine learning to identify customers who are trending toward high bills and automatically notify them over SMS, interactive voice response (IVR) calls, or email. The alerts use smart meter data to provide personalized energy insights, and also include targeted marketing messages, energy efficiency tips, or program promotions that help those customers course-correct.

Weekly Energy Updates are powered by smart meter data and surface additional insights such as day-by-day energy benchmarking. Both types of alerts drive customers toward web tools that help them answer their own billing questions—without calling the call center.

## BENEFIT FROM PROACTIVE ALERTS

### Lower Call Volume

Working with Opower, Mercury designed a program tailor-fit for its needs, called Good Energy Monitor, launched in 2013. As part of the program, Mercury has been sending High Bill Alerts and Weekly Energy Updates to all their 300,000 customers. The New Zealand retailer saw a 19% drop in high bill-related calls into the call center. And not only that: it has also seen reductions in churn and customer acquisition cost as well as increases in customer satisfaction. By investing in proactive alerts, Mercury reduced its service costs while making customers happier. Eversource also significantly benefited from rolling out Oracle Utilities Opower Proactive Alerts. They saw a 22% decrease in high-bill calls and a 2017 survey found that 58% of customers found the energy and cost-saving tips in their high bill alerts useful.

### Improve Customer Satisfaction

ComEd started sending High Bill Alerts to their customers in 2017. 1,602 interviews with HBA recipients uncovered that High Bill Alerts are generally well received and acted on. Up to 74% of the recipients took an action to save energy and up to 91% were satisfied. Customers agree that HBAs help them better understand their usage, provide value and motivate them to save energy. HBAs also improved both satisfaction with and favorability towards ComEd by 4% - on top of the increase in satisfaction already delivered by other Opower products deployed at ComEd.

### Drive Digital Engagement

High Bill Alerts delivered by Oracle Utilities Opower Proactive Alerts Cloud Service have up to 89 percent open rate (with 61 percent average) and 21 percent click-through rate across utility implementations. This contrasts sharply with the rates for the rest of the industry: open rates for utility emails average 25.2 percent and click-throughs for utility emails average 1 percent. As a result, customers who receive proactive alerts from Oracle Utilities Opower Proactive Alerts Cloud Service are more likely to see and use digital self-service tools. In a recent survey, 80 percent of customers at a midsize utility in the Pacific Northwest said they were interested in receiving proactive alerts, and most indicated they would follow links to their utility's website.

### Related Products

Oracle Utilities Opower Cloud Services includes the following related products:

- Oracle Utilities Opower Customer Service Interface Cloud Service
- Oracle Utilities Opower Digital Self Service Cloud Service
- Oracle Utilities Opower Digital Self Service, Energy Management Cloud Service
- Oracle Utilities Opower Rates Engagement Cloud Service

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