

ORACLE

Enhance the Utility Digital Customer Experience

Product Overview

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Public

Move Customers to Digital Channels and Lower Service Costs

Digitally engaged customers are an enormous asset for utilities. In a landmark study, Accenture found that customers who use digital channels are more satisfied and more trusting.¹ They share more information, participate in more programs, and recommend their utilities more often. In competitive markets, they're less likely to switch providers. In all markets, they're less expensive to serve. But creating digital engagement isn't easy. Just 44 percent of utility customers use digital channels, and 41 percent say digital interactions with utilities are more difficult than with other providers. To motivate customers to do business online, utilities need to prove it's the easy, obvious choice—better than a call center or paper mail.

An award-winning digital engagement solution

More than 85 utilities use Oracle Utilities Opower Digital Engagement solutions to elevate the online experience. In 2017, PG&E and BGE, that use this solution, topped the E Source ranking for the best utility residential website in North America.² Built by a team of experts in behavioral design, the Digital Engagement solutions leverage web and outbound channels to drive customers toward personalized, insight-rich web tools that strengthen the customer relationship and increase self-service. Because the solutions are cloud-based software as a service (SaaS), they're flexible, cost effective, and easy to implement. With constantly evolving tools, you gain access to innovation whenever and wherever you need it.

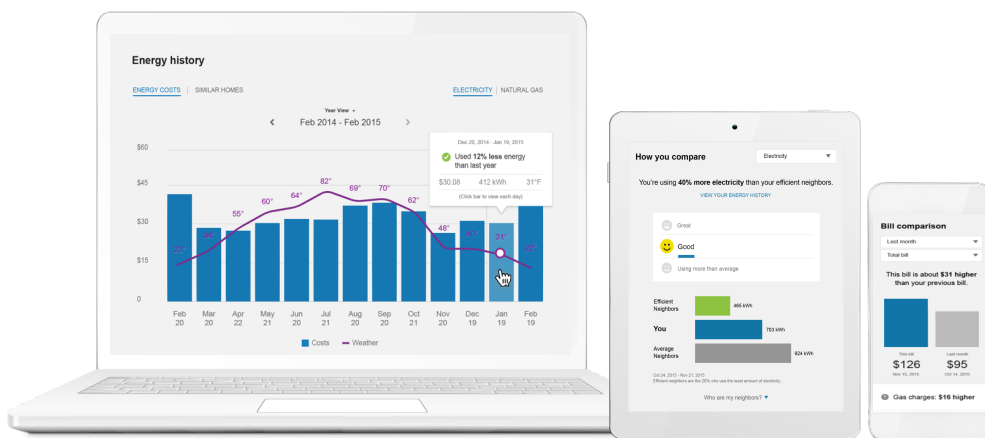


Figure 1. Digital Self Service, Energy Management widgets have responsive layouts. Examples of Data browser, Neighbor comparison and Bill comparison.

Digital Self Service: Energy Management

Oracle Utilities Opower Digital Self Service, Energy Management Cloud Service makes it easy to deliver engaging, targeted web and mobile experiences. Flexible deployment options—including widgets embedded directly into your website, seamless single-sign-on pages, and APIs—give you unparalleled flexibility. The solution is also a light lift for your IT teams. With Oracle Utilities Opower Digital Self Service, Energy Management Cloud Service, you can embed personalized, relevant content where it's most impactful to customers, including the following:

- **Neighbor comparison**, gauging customers' energy consumption against similar homes
- **Bill forecast**, showing customers their projected usage or cost for the current billing period
- **Bill comparison**, benchmarking customers' current bills against previous ones
- **Home energy analysis**, a customizable, residential, online audit that disaggregates customers' energy use

¹ Accenture (2015): The New Energy Consumer: Unleashing Business Value in a Digital World

² E Source (2017): Utility Websites Are Becoming More User-Friendly, Mobile-Optimized According to an E Source Study

- **Data browser**, helping customers visualize and explore their energy behavior, trends, and costs
- **Ways to save**, offering a comprehensive collection of energy saving tips showing customers the best recommendations for their homes
- **Targeted web marketing**, leveraging a dynamic segmentation tool to target program promotions, deliver timely announcements, and drive important web actions

Proactive Alerts

Oracle Utilities Opower Proactive Alerts Cloud Service is a package of digital communications that provide personalized insights to customers. The alerts include High Bill Alerts, which proactively notify customers who are on track for a high bill and offer tips on how to lower their bills, and Weekly Energy Updates, which offer in-depth insights like day-by-day energy benchmarking. These alerts have been proven to have high open and click-through rate, drive digital engagement, lower call volume, and improve customer satisfaction.

Business Digital Engagement

Oracle Utilities Opower Business Digital Engagement Cloud Service, powered by First Fuel, extends the reach of Oracle's Digital Engagement solution to small and medium business and commercial customers. The solution provides personalized experiences, delivers targeted marketing, and increases adoption of digital experiences and programs.

Accelerate Digital Engagement

Utilities worldwide have used Oracle Utilities Opower Digital Engagement solutions to move customers to self-service channels and accelerate digital engagement. More than 2.5 million households have completed the Home Energy Analysis. And, on average, customers spend 15 percent longer on their utility's website after Digital Engagement solutions are deployed, and more than 50 percent of customers take an action. The Digital Engagement solutions deliver results that are faster, more cost effective, and more flexible than the alternatives. And, because it is software as a service, the solution is faster to launch than an on-site solution, and you automatically get access to constant innovation at every customer touchpoint.

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