ORACLE Utilities

Everyone can save with the New Opower Home Energy Report

The New Opower Home Energy Report is intended to make customers of all types feel understood, empowered, and like they are an important part of our clean energy future. It is intended to help customers trust that their utility will lead them there, whether they're considering purchasing an EV, installing solar or signing up for a variable rate. It is intended to serve as a laboratory of

sorts, allowing us to test and gauge the success of new concepts so we can continually improve it.

So, what's New?



Bold, modern designs

More color, new layouts & graphics to engage and delight your customers every time



New energy insights

For all types of customers, and an experience that evolves with every one of them



Action made easy

Opower HERs make it easy to engage digitally, make smart energy purchases, and save



New behavioral techniques

Going beyond the old neighbor comparison and testing new behavioral influencers

The Home Energy Report of tomorrow, today

Bold, modern designs

Variable layouts ensure that no two reports are the same. There is a nearendless ability to design fresh layouts for each "moment that matters," each customer attribute and each experience. **UtilityCo**

Home Energy Report March 1, 2020 Account 1234567890

Service address: 12345 Main Street San Francisco, CA 94111

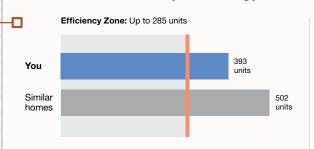
lets you know how you're doing each

The Energy Use Benchmark indicates a customer's relative level of efficiency in a simple way

[New behavioral technique]

The Efficiency Zone compares a customer's energy use to a target zone, rather than to similar efficient homes

[New behavioral technique]



Let's take a look at your energy use February 1-29, 2020

The Efficiency Zone is a goal we set that you can work toward. It represents the 20% of homes in your comparison group that used the least energy this period.

How do we define similar homes?

To make this comparison, we use your home profile to find 100 similar homes based on:



1,200 sq. ft.

Location similar square footage: near your home:



Heating source similar fuel type:

Don't miss out on saving \$40 each year! Turn over for tips that can help you save.

less energy than similar homes

Your energy use was not in the Efficiency Zone.



More space is dedicated to graphs and insights, calling attention to information in new and modern ways

Color is used more strategically and in ways that are highly accessible to customers

Front

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