

Opower

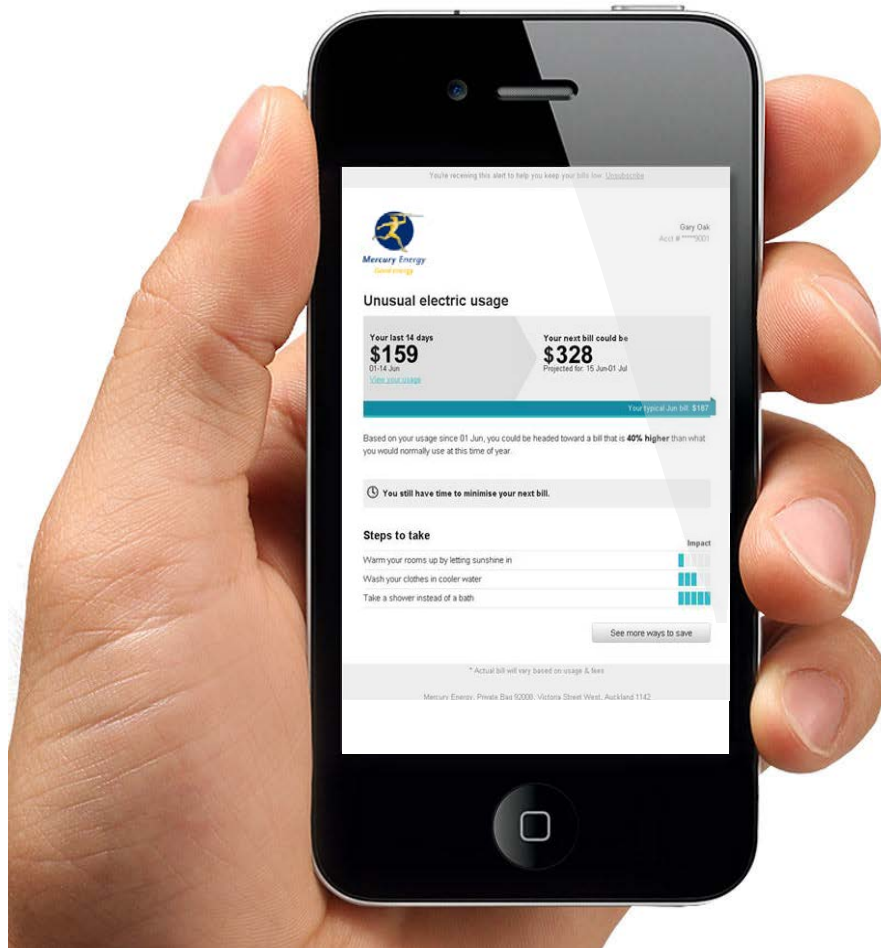


Opower: una piattaforma di *customer engagement* che trasforma le utilities in affidabili energy advisors verso i loro clienti finali

- 8 Paesi
- 95+ utilities
- Scienza comportamentale
- Big data
- Scienza analitica



High bill alert



Customer satisfaction

↑ 3%

increase in overall customer satisfaction

Brand value

↑ 5%

improvement in relationship and brand metrics

Call center volume

↓ 19%

decrease in high bill calls during months with highest call volume



Behavioural Demand Response (BDR): Programme design

PEAK DAY NOTIFICATIONS



PERSONALIZED ADJUSTMENT



POST-EVENT FEEDBACK



Comunicazioni personalizzate per sensibilizzare i consumatori

Feedback successivi alla giornata di picco

Immagine di un evento BDR

Pre-Event (July 21)

3:00 PM:
Peak event
Called

3:20 PM:
Peak event
confirmed



7:00PM:
All comms
delivered to
consumers

5:10 PM: Kicked off
communication to
consumers: SMS,
automated calls and
Emails

Post-Event (July 23)



12:50 PM:
AMI data
imported

3:00 PM:
Comms
generated
and 1st group
comms
delivered

5:00 PM:
All emails,
automated
calls and
SMS
delivered

2:00 PM:
Calculation
jobs kicked
off



**Peak
Event
(July 22)**

Scienza comportamentale applicata al DR

Normative call to action

Actionable tips

Peak event normative comparison

Participation rationale

Simple opt out

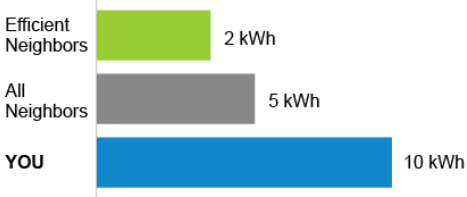
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UtilityCo

Please join your neighbors in reducing energy use on Wednesday afternoon, **August 18th from 2–7pm.**

⚠️ **You used MORE than similar homes on the last peak day.**

Last peak day: Wednesday, June 12th 2–7pm



Group	Energy Usage (kWh)
Efficient Neighbors	2
All Neighbors	5
YOU	10

■ All Neighbors: Approx. 100 occupied nearby homes that are similar size to yours, (avg. 1,523 sq ft) and similar heat type

■ Efficient Neighbors: The most efficient 20 percent from the All Neighbors group






What is a peak day?
To keep costs down on hot days, people are reducing their usage during peak days.

👍 **Ways to save on peak days**

Before you leave the house
Adjust your thermostat a few degrees
Pinterest yr brunch cardigan hashtag blue bottle, put a bird on it swag. Schlitz umami kogi banh mi, next level craft beer yr forage Portland church-key.

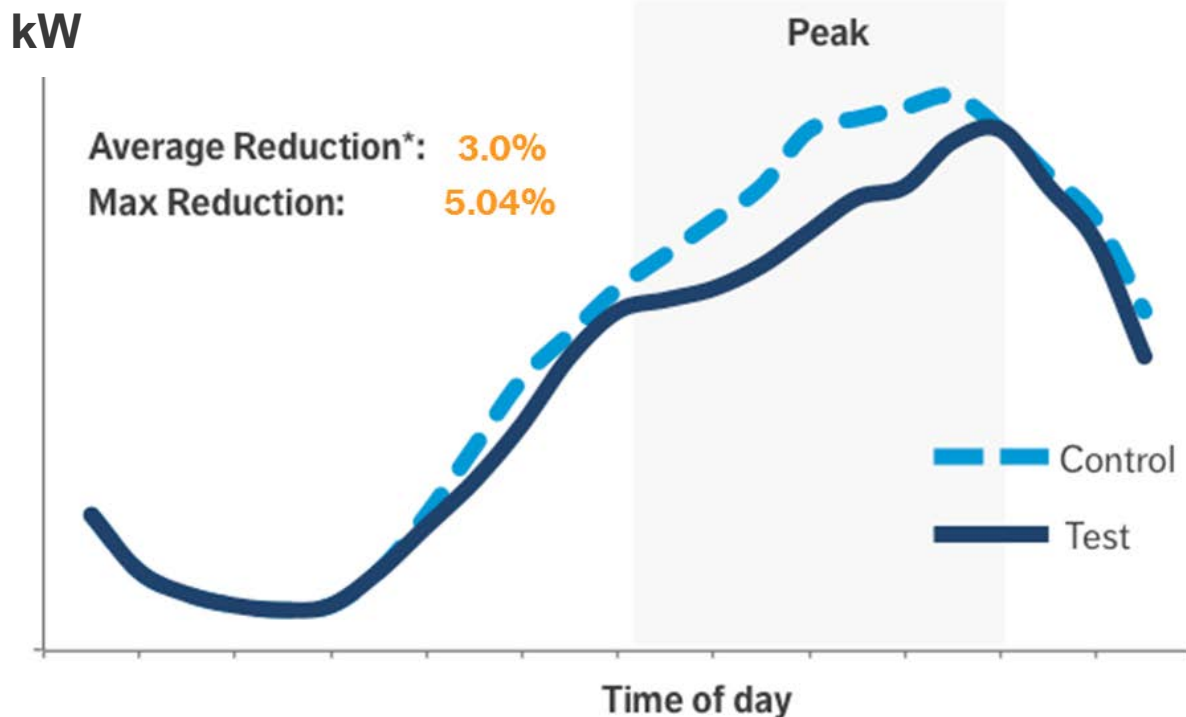


2015 expanded on 2014's BDR success

		2014	2015
	Utilities	4	7
	Households	1.0M	1.5M
	Countries	1	2
	Events	12	29
	Communications	4.4M	11.7M

Risultati costanti del 3% in riduzione consumo senza incentivi economici o apparecchi aggiuntivi

Media dei risultati su 10 eventi in 3 stati



Key findings

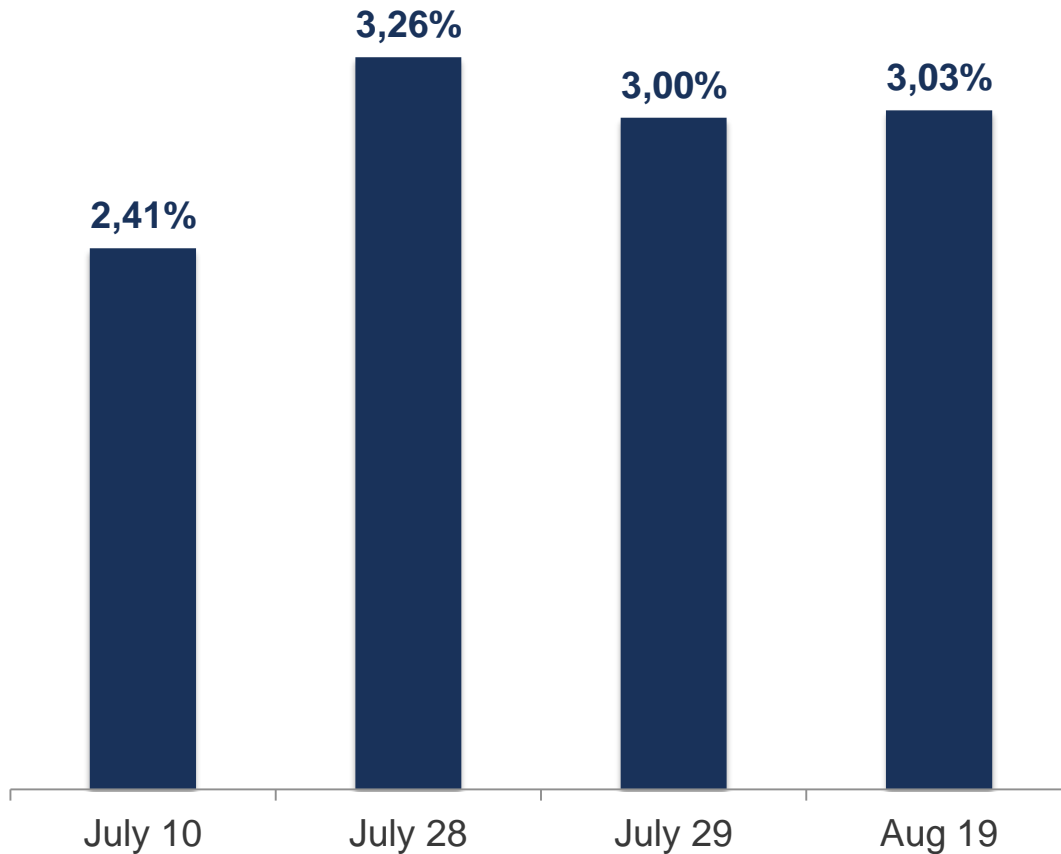
- 3% average savings
- 5% during hottest hour
- 1/3 the cost of other DR
- 10 events
- 3 utilities in 3 states
- 95% confidence

Risultati 2014



Finding: Robust savings...north of the border too

Savings rate by event in Ontario, Canada



Key findings

2.93% average savings

50k households

400k communications

4 events

Persistent savings

Multi-day event success

95% confidence

Grazie per la vostra attenzione

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