ACHIEVE UTILITY DECARBONIZATION TARGETS WITH OPOWER

VIDEO TRANSCRIPT

Utilities need to decarbonize fast and affordably, and customer action is critical to get there. Offering and utilizing clean energy products & services is key, but your customers must also become believers – meaning customers need insights to take action without hesitation. Simply showing categories of energy use data without behavioral insights doesn't influence customer action—especially if inaccurate or irrelevant.

So how can utilities like you move the needle? That's what Opower does best.

Opower is a customer engagement solution combining Artificial Intelligence and Behavioral Science to accelerate decarbonization goals. How does it work? Here are a few examples. A utility drove a big increase in energy efficiency results by motivating customers to take energy audits. Opower used disaggregation to generate quality leads and surface insights that drove action. A single email focused on summer cooling costs resulted in 80,000 audit completions.

Another utility wanted to find and engage electric vehicle owners to better manage peak demand, deliver a great experience, and cross-sell chargers. Opower's AI automatically sent personalized emails to investigate electric vehicle ownership.

The result? Our EV ownership detection model was 97 percent accurate, and those customers began to receive relevant insights.

Another utility wanted to increase smart thermostat adoption. They sent highly specific and relevant air conditioning insights coupled with savings potential. Smart thermostat purchases rose by 61 percent.

Move metrics. Decarbonize. And become the obvious choice for all clean energy services the future demands with Opower.