

Juan Jimenez, Opower/Oracle

Title: How Behavioral Solutions and an Effective Customer Engagement Approach can help make TOU Programs Successful

Abstract: Utilities are in need of a new and effective approach to help better engage their Time of Use (TOU) program customers. TOU programs are designed with the best outcomes in mind for both the utility and end-use customer, but often can be ineffective at persuading customers to help with shifting loads and with reducing peak demand. Let's face it, the information about TOU programs, their benefits and the rates can be too complex for utility customers. Moreover, a lack of awareness and education about such programs can often lead to a decrease in customer satisfaction and low participation rates. Oracle Utilities believes that current communication methods may not be sufficient. We've partnered with several utilities to pilot a new behavioral approach that helps shift load when it matters most. This session will discuss how behavioral solutions and an effective customer engagement approach can help make TOU programs successful. Other topics include:

- Research that supports how TOU rates can have a limited impact on peak reduction without customer enabling technology.
- Methods for amplifying the effect of your multichannel communications, engaging and educating TOU customers about the way they use their energy, their rates and the cost implications.
- The use of appliance detection and disaggregation analytics to help TOU customers manage and reduce demand.
- Solutions that build on Oracle Utilities successes delivering Opower Proactive Alerts to help utility customers save energy and costs, and our utility partners increase customer satisfaction.