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**Presentation Title:** How to Make Time Of Use Programs Successful Using Behavioral Science

**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 and BGE believe that current communication methods may not be sufficient. They've partnered 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 and the research that supports how TOU rates can have a limited impact on peak reduction without customer enabling technology. The results from a randomized control trial conducted on a group of BGE customers that have been on the TOU rate for many years and the surprising early results showing customers are more than shifting their energy use hours. We will discuss the 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. Additional topics that will be covered are: 1. The use of appliance detection and disaggregation analytics to help TOU customers manage and reduce demand. 2. 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. Two key takeaways will be: 1. Behavioral Science has proven to help reduce residential energy and is therefore an effective tool with the appropriate use case 2. Time of use rates can be effective in demand response when the customers are engaged and educated on the rates without needing to reinvent the rates.