

# The Potential of the Engaged Customer

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Opower



# Boring



**Inexpensiv  
e**

**Confusing**





**How do we fix this?**




**A study:**





\$\$\$  
Turn off AC &  
Turn on Fan



Environment  
Turn off AC &  
Turn on Fan



Citizenship  
Turn off AC &  
Turn on Fan



Neighbors  
Turn off AC &  
Turn on Fan



Zero Impact on Consumption

6% Drop in Consumption

**People care about  
what other people are  
doing**

**There are many  
examples of this**



# November Neighbor Comparison | You used **28% MORE** energy than your efficient neighbors



\* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

## WHO ARE YOUR "NEIGHBORS"?

ALL NEIGHBORS  
Approximately 100 occupied nearby homes that are similar in size to you (avg 2,023 sq ft) and have both electricity and natural gas service.

## Neighbor Comparison

You used **74%** more energy than your efficient neighbors.  
This costs you **\$1,309** more.

**Behavioral science  
alone is not enough**





**Personalized recommendations  
based on segmentation and  
analytics**

## Last Winter Heating Comparison

! Last winter, you used **37% more energy on heating** than your neighbours.



Best ways to save this winter:



**Lower your thermostat before leaving home**

Adjusting by 4° can save **10%** on heating costs.



**Seal air leaks around windows and doors**

Use caulk or weatherstripping to eliminate cold drafts.



**Let sunshine in for warmth**

Open blinds during the day to capture free heat.

For more tips, visit [utilityco.com/energyreport](https://www.utilityco.com/energyreport)

WINTER





## Smart Purchase

Save a lot by spending a little

### Install a programmable thermostat

Programmable thermostats make it easy to save energy while keeping your home at a comfortable temperature.

A programmable thermostat can automatically change your home temperature to an energy-saving level when you are away from home or sleeping.

The temperature will automatically return to your chosen comfort level when you are home and awake. You choose the temperature settings and the schedule.

SAVE UP TO  
**\$80** PER YEAR

## Smart Purchase

Save a lot by spending a little

### Clean or replace filters regularly

You can improve the energy efficiency of your heating and cooling systems and improve your indoor air quality by checking your filters monthly.

First, remove the filter — it usually slides right out. Next, hold the filter up to a light to see if it is clogged.

You can find an inexpensive replacement for a clogged disposable filter at your local hardware stores. Check your manual for cleaning instructions if you have a permanent filter.

SAVE UP TO  
**\$45** PER YEAR

## Smart Purchase

Save a lot by spending a little

### Seal air leaks

Air leaks can be a large source of conditioned-air loss in your home. To find leaks try to follow drafts of air to their source on the wall.

Check where different materials meet, like brick and wood siding, between the foundation and walls, between the chimney and siding, and where gas and electricity lines exit your house.

Seal any small cracks you find with caulk and larger ones with polyurethane foam.

SAVE UP TO  
**\$215** PER YEAR



Robert, 2513 Cedar St  
Billing Rate: [E-1 Standard](#)

[Dashboard](#) **[My Energy Use](#)** [My Rates](#) [My Plan](#) [Ideas & Advice](#)

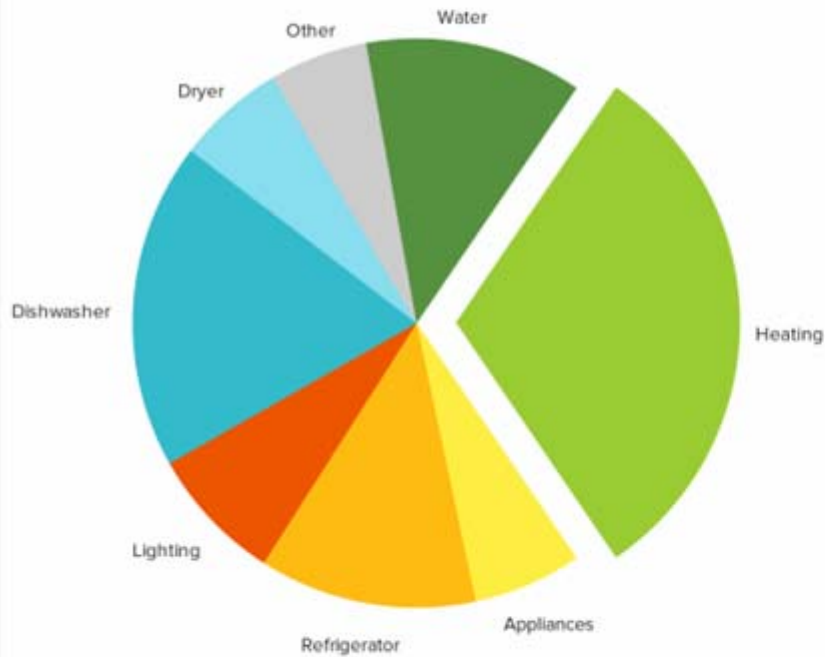
**What uses the most**

[When I use the most](#)

[Compare my bills](#)

[My progress](#)

[My usage details](#)



## Heating: 31%

We estimate that 31% – about £415 a year – of your usage is spent cooling your home. Learn how to cut usage and save:



### Seal window air conditioner

Save up to: £10/year · 30 neighbors do this

[I'll do it](#) · [Already do it](#) · [No thanks](#)



### Seal leaky ducts

Save up to: £335/year · 66 neighbors do this

[I'll do it](#) · [Already do it](#) · [No thanks](#)



### Look for the ENERGY STAR® label

Save up to: £225/year · 55 neighbors do this

[I'll do it](#) · [Already do it](#) · [No thanks](#)

[Take the Heating Audit >](#)



Prepare your home for next winter by installing new insulation in your attic and basement. Save \$20 on your first 2,000 sq. ft. of insulation with the attached coupon.



**\$10**

UtilityCo  
Rebate

**+**

**\$10**

Lowe's  
Coupon

**\$20**

**Instant  
Savings**

on any qualified  
**Fiberglass insulation**  
with this coupon.



Limit 1 per customer  
Coupon expires xx/xx/xx



**Prompting action  
when it counts**





AT&T

4:20 PM

Messages

UtilityCo

Edit

UtilityCo High Bill Alert: You're on track for a higher bill than usual for your April billing period. To find ways to save & reduce your bill visit [utilityco.com/energyreports](http://utilityco.com/energyreports)

Apr 17, 2012 4:15 PM



Send

**How it all comes  
together**



UtilityCo

**Home Energy Report**

Account number: 1234567890  
Report period: 02/01/09 - 03/01/10

We are pleased to provide this person, to help you save energy.

The purpose of the report is to:

- Provide information
- Help you track your progress
- Share energy efficiency tips

This information and more is available at [UtilityCo.com/reports](http://UtilityCo.com/reports)

BOB SMITH  
1010 N. COURTHOUSE RD.  
ARLINGTON, VA 22242

**Last Month Neighbor Comparison** You used 22% MORE energy than your efficient neighbors.



\* This energy index combines electricity (ENE) and natural gas (therm) into a single measurement.

How you're doing

Great

GOOD

More than average



**And it works**





**1% - 3%**

**2007 to now: 450 GWh**

**By 09/2012 : 1 TWh**

**Thank you**

