

The Potential of the Engaged Customer

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Opower



Boring

Inexpensive

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%**
This costs y

HOW YOU

GREAT

GO

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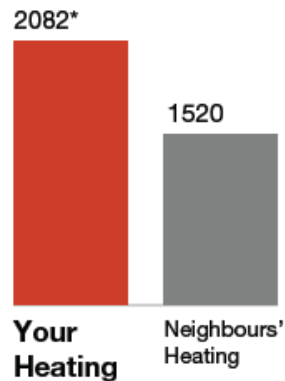
**Behavioral science
alone is not enough**



**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

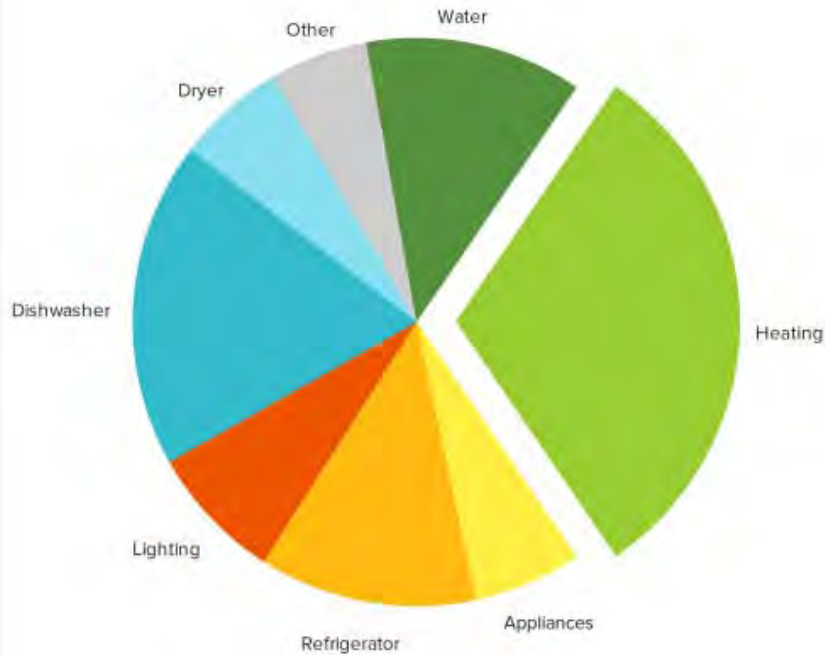
Seal air leaks

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



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



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**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

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

BOB SMITH
1010 N. COUNTRY KOLBE RD
ARLINGTON, VA 22242

Last Month Neighbor Comparison You used 28% 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%

**Customers can take
control of their bill**

**This doesn't happen
without the states**

Thank you