



# Energy Productivity Success Stories

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## Opower Partners with the Nation's Utilities to Drive Energy Savings through High Quality Customer Engagement and Applied Behavioral Science

### SUMMARY

By combining data management, analytics, and behavioral science, Opower's customer engagement platform positions utilities as energy advisors to the customers they serve. Opower's technology platform analyzes more than 300 billion meter reads to deliver its services, and created enough energy savings to power all the homes in a city of 1 million people for a year. Opower has facilitated savings over 8 terawatt-hours of electricity to date, which equates to over \$1 billion saved by customers on their monthly energy bills, affecting more than 50 million households today.

### COMPANY/ORGANIZATION BACKGROUND

Opower combines a cloud-based platform, big data, and behavioral science to help utilities around the world reduce energy consumption and improve their relationship with their customers. This helps consumers lower their energy use and costs, and significantly reduces carbon emissions. Opower is transforming the way the world approaches household energy conservation.

### CHALLENGES

For utilities around the world, keeping the lights on is no longer enough. The utility industry is now in a time of significant change, and utilities are placing technology at the center of their strategies to navigate the path to a successful future. Today's utility customer only spends about 9 minutes thinking about their energy consumption each year, so utilities are challenged to make every moment of customer contact matter.

### ONE EXAMPLE

National Grid MA deployed Opower's Home Energy Report (HER) program, a tailored energy usage evaluation that offers personalized energy-saving tips, anonymously compares customers' energy usage with that of neighbors with similar home size and demographics, and suggests lifestyle changes to reduce their energy consumption. HERs are proven to reduce residential consumption by 1.5-3 percent across a utility's territory, and furthermore have shown to increase positive customer sentiment towards utilities.

### RESULTS & BENEFITS

Several years after deploying Opower's energy efficiency program in Massachusetts, National Grid MA announced that customers saved over \$70 million on their energy bills. Working with Opower, National Grid MA helped customers reduce their electricity usage by 300 million kilowatt hours (kWh) and gas usage by 18 million therms – the equivalent of eliminating more than 300,000 metric tons of carbon dioxide from the environment.