Oracle Utilities Opower Peak Time Rebates

Opower Peak Time Rebates Product Overview

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Oracle Utilities Opower Peak Time Rebates Cloud Service Product Overview

Welcome to the Oracle Utilities Opower Peak Time Rebates Cloud Service Product Overview. Use this information to learn about the features and capabilities of the product. Have a question? [Contact Your Delivery Team](#) or visit [My Oracle Support](#).

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Getting Started

The Oracle Utilities Opower Peak Time Rebates Cloud Service includes products and services designed to manage peak demand through behavioral science. The following components are available in this service:

- [Peak Time Rebates](#)

- [Inside Opower](#)

- [Customer Service Interface - Program Management](#)

For an overview of all cloud services available from Oracle Utilities, see the Oracle Energy and Water Cloud Service Descriptions online at [Oracle Contracts - Cloud Services Service Descriptions](#).

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Peak Time Rebates

The Peak Time Rebates Cloud Service is an energy-savings initiative aimed at encouraging people to reduce their energy usage during peak event days throughout the year, thereby lowering energy demand on a large scale. This is accomplished by offering customers monetary credits towards their next bill when they reduce their energy use during peak events.

A peak event is a specific day and time during which utilities may charge their customers significantly higher rates for energy consumption. During such times, utilities may offer rebates for reduction in energy use. Peak events occur when the demand for energy is high, usually due to extreme weather conditions. Customers enrolled in the Peak Time Rebates Cloud Service will receive one or more of the following communications to motivate them to save energy during the peak event and reduce their bills:

- Pre-event and post-event emails
- Pre-event and post-event phone calls
- Pre-event and post-event text messages
- Pre-event and post-event push notifications
- Web-based insights

Requirements and Limitations

The following data requirements and limitations apply to all utilities and customers in the Peak Time Rebates Cloud Service.

Channel Fees

Utilities may purchase a channel fee if they are using any printed peak time rebate communications as part of the Oracle Utilities Opower program. Channels fees are used to add on report generation, printing, mailing, and postage services to a cloud service. There are two types of options: General Availability and Controlled Availability channel fees. The type that is relevant depends on the individual Oracle Utilities Opower program setup. Coordinate with your sales representative if you need help determining which type applies.

A summary of the fees is shown below. For more details about what each channel fee includes and the requirements for using them, see the Oracle Utilities Opower Channel Fees Cloud Services guide.

General Availability Channel Fees

The General Availability channel fees are applicable if the utility has a version of the cloud service that includes report generation. These channel fees can be purchased for different regions.

- **Report Printing and Mailing**: The Report Printing and Mailing channel fee includes the printing of generated report communications through an approved third-party print vendor, as well as services for the proper mailing of the reports. It does not include postage for mailing the reports to customers.

- **Postage for Print and Mail**: The Postage for Print and Mail channel fee includes postage for the delivery of print communications.

> ⓘ **Note**
>
> The postage channel fee cannot be purchased alone. It must be purchased in combination with the printing and mailing channel.

Controlled Availability Channel Fees

The Controlled Availability channel fees are applicable if the utility has a version of the cloud service that does not include report generation. A utility may only choose one of the channel fees listed below.

- *Report Generation*: The Report Generation channel fee includes generating a digital version of print communications. It does not include the printing and mailing of print communications.

- *Report Generation and Print*: The Report Generation and Print channel fee includes the generation and printing of print communications. It does not include the mailing of print communications.

- *Report Generation, Print, and Mail*: The Report Generation, Print and Mail channel fee includes the generation, printing, and mailing of print communications.

Utility Data Requirements and Limitations

- **Number of Events**: Up to five events are included per 12-month service period. Events are one of two event types: hot-weather events or cold-weather events. Unused events from one 12-month service period cannot be carried over into a subsequent service period. Additional events of the same type or different type can be purchased. See Add-On Features for more information.

- **Message Delivery Window**: Specific rules govern when communications can and cannot be sent. See Delivery for additional information.

- **Scale**: Limited to 1,000,000 households per utility. The actual number of communications sent may be affected by attrition, opt-outs, customer eligibility, and data availability.

- **Languages**: English only.

- **Data Integration**: Calculations of baseline usage and rebate amounts for each customer can be performed either by Oracle Utilities Opower, or by the utility. When clients opt for doing the calculations themselves, Peak Event definitions are to be sent to Oracle Utilities Opower in the format specified by the Opower data transfer standards to trigger post-event communications delivery. Contact Your Delivery Team to identify applicable data standards.

- **Customer Enrollment**: Customers are able to control their communication preferences using the Digital Self Service - Energy Management Account Center. Customer Service Representatives (CSRs) can control enrollment using the Customer Service Interface (CSI). These preferences are also available through APIs, and the customer can opt themselves out of the email, text, push, and voice channels.

- **Minimum Number of Rebate Recipients**: By default, at least 10,000 customers must have received rebates during an event for post-event communications to be sent out. This threshold is configurable. Post-event communications expire seven days after an event, and pre-event communications expire at the end of the event window.

- **Mobile Push Alert Requirements:** To use mobile push alerts to communicate peak day information, the utility must have a mobile application, and use a vendor to handle push notifications.

Customer Data Requirements and Limitations

- **Interval Data**: Interval data reads are used to provide certain Peak Time Rebate features, including web presentment, measurement, and verification. Interval data requires a smart meter, and indicates how much energy was consumed over an interval of time. For more information, see *Oracle Utilities Opower Interval Data Transfer Standards* .

- **Customer Contact and Preference Data**: Delivered to Oracle Utilities through the Customer Notification Contact and Customer Notification Contact Preference Endpoints in the *Oracle Utilities Opower API Specification*. Oracle Utilities requires each Designated Customer's contact information and Peak Time Rebate notification preference to indicate which channels Oracle Utilities should use to alert the customer of the peak event and any earned rebates. An initial one-time transfer of existing customer Peak Time Rebate contacts and channel preferences may be required.

- **Non-Negative Baseline Usage**: Customers must not have negative usage for the period covered by the communication.

- **Delivery Address Validity**: Customers must have valid email addresses, mailing addresses, and/or phone numbers to receive communications through these channels. Customers who have not double-opt-in confirmed their SMS number are not able to receive SMS alerts.

- **Program Enrollment**: Customers must be enrolled in a rate plan that includes a Peak Time Rebates component.

- **Post-Event Communications**: To receive post-event communications, customers must have both baseline usage and rebates for that event.

- **Module-level Data Requirements**: If a module is included in a communication, but the customer does not meet the requirements for the module to render, the communication does not generate for that customer.

- **Days of the Week**: Peak events are generally called Monday through Friday. Only a single event may be called in a day.

- **Mobile Push Alert Requirements:** To receive mobile push alerts from the utility, utility customers must install and sign into the utility's mobile application on their mobile device.

- **Web Component Data Requirements**: Customers must have the following AMI data available to see rebate information in the **Energy Costs** view of the Digital Self Service - Energy Management. See Web-Based Insights for more information.

  – Customers must have daily AMI data to see a peak event callout and/or a rebate icon for a given day in the **Energy Costs** view and in the **Bill View** filter of the Data Browser in the Digital Self Service - Energy Management Web Portal.

  – Customers must have hourly AMI data to see their energy use per hour and **Credits Earned** callout in the **Energy Costs** view and in the **Day View** filter of the Data Browser in the Digital Self Service - Energy Management Web Portal.

Customer Experience

Peak Time Rebates deliver both pre-event and post-event communications to customers using multiple channels.

Pre-event Communications: Pre-event communications inform customers of upcoming peak events, including information about the event date, day, and time. They may also include tips to help the customer save energy during these events, depending upon the channel that the communication is delivered through. Pre-event communications may be delivered through email, phone calls, mobile push alerts, and texts. Pre-event communications are sent out the day before an event, or the day of the event. See Delivery for more information.

Post-event Communications: Post-event communications contain information about event performance. They may be delivered through email, phone calls, mobile push alerts, and texts. Post-event communications are sent out as soon as Oracle Utilities has the rebate and baseline data after the event. See Delivery for more information.

Web-based Insights: Depending on the utility's setup and configuration, customers may also be able to access information about their savings during peak events in their web experience. See Web-Based Insights for more information.

Channels: Customers using the Peak Time Rebates Cloud Service can receive communications through one or more channels:

- **Email Channel**: The email channel is used to send pre-event and post-event emails to customers. See Email Channel Communications for more information.

- **Mobile Push Channel:** The mobile push alert channel is used to send pre-event and post-event mobile alerts to utility customers via a utility's mobile application. See Mobile Push Channel Communications for more information.

- **Text Channel**: The text channel is used to send pre-event and post-event text messages to customers. See Text Channel Communications for more information.

- **Voice Channel**: The voice channel is used to send automated pre-event and post-event voice messages to customers. See Voice Channel Communications for more information.

> ⓘ **Note**
>
> Customers will not necessarily receive communications through every available channel. Each utility's program design and customer experience may be different. See Customer Experience Variations for more information.

> ⚠ **Warning**
>
> Opting out of a specific digital channel is irreversible and comprehensive. The customer will not be able to sign up for notifications again, and they will not receive any more communications through that channel from any Oracle Utilities Opower product or program.

Customer Experience Variations

Customers who are enrolled in the Peak Time Rebates Cloud Service can get different experiences of the product. For example, customers who receive emails may be split into groups. Group A would receive one version of an email, while Group B would receive a slightly different version with different graphics and messaging. Oracle Utilities works with utilities to determine which customers receive which experience through which channel.

To receive these distinct experiences, customers are put into different *tracks*. Customer experience generally varies by track as well as their personal information. See Peak Time

Rebates Tracks for information about what Tracks and Study Groups are, why they are used, and how they work.

> ⓘ **Note**
>
> This guide presents generic information and examples about how customer experiences may vary. Actual customer experiences vary by utility. Check with your supervisor for more information about the customer experience variations that have been set up for your customers.

Peak Time Rebates Tracks

A track is a sequence of communication experiences defined for a specific group of customers over time. Tracks control what type of content each group gets over time. The track defines the modules that appear in communications for customers. Certain modules can only appear in communications for certain tracks, and some modules will vary depending upon the track the customer is on. If a customer's enrollment in the utility's Peak Rewards program changes during the course of the summer, then their track enrollment changes appropriately.

Money Comparison Track

The Money Comparison track compares the rebates that the customer earns to average-saving and high-saving customers. This drives greater energy savings by using a normative comparison as well as anchoring the customer on the high end of what they could be earning.

The following modules may appear in Peak Time Rebates email communications for customers on the Money Comparison track:

- Pre-event Emails
    - Email Social Sharing
    - Email Footer
    - Email Header
    - Email Peak Day Tips
    - Email Reason to Save
    - Email Upcoming Peak Day
- Post-event Email
    - Email Daily Results
    - Email Footer
    - Email Header
    - Email Bar Chart History
    - Email One-day Earning with Projection
    - Email Social Sharing
    - Email Three Bar Chart
    - Email Single-line Tip

Simple Money Track

The Simple Money track tells the customer how much money they have earned for their energy savings. This you-to-you comparison is more straightforward than the Money Comparison track, and historical savings are included as a way of allowing customers to track their rebate and savings trends over the season.

The following modules may appear in Peak Time Rebate email communications for customers on the Simple Money track.

- Pre-event Email
  - Email Social Sharing
  - Email Footer
  - Email Header
  - Email Peak Day Tips
  - Email Reason to Save
  - Email Upcoming Peak Day
- Post-event Email
  - Email Bar Chart History
  - Email Footer
  - Email Header
  - Email Social Sharing
  - Email Two Bar Chart
  - Email Single-line Tip

Peak Rewards Track

The Peak Rewards track is used for customers that are enrolled in both the Peak Time Rebates and the utility's appliance Peak Rewards programs. Peak Rewards is a way that utilities save energy at peak times by automatically turning high-use appliances, usually air conditioners, down or off. These peak events occur a few times a year, and customers are generally compensated for participating with reductions in their bills.

The messaging in the other Peak Time Rebate tracks focuses on encouraging customers to reduce their energy consumption during a peak event by reducing their air conditioning (A/C) usage, as a customer's A/C usually makes up the majority of their energy usage on a hot-weather day. Since customers on the Peak Rewards track are usually enrolled in an A/C-based Peak Rewards program, tips about reducing A/C usage are less helpful to these customers. Instead, tips and other messaging focus on reducing major appliance usage (dishwashers, dryer, etc.). These major appliances are usually the second biggest source of energy usage in a household.

The following modules may appear in Peak Time Rebate email communications for customers on the Peak Rewards track.

- Pre-event Email
  - Email Calendar Link
  - Email Footer

- – Email Header
- – Email Peak Day Tips
- – Email Reason to Save
- – Email Upcoming Peak Day
- – Email Social Sharing
- Post-event Email
  - – Email Earnings Calendar
  - – Email Footer
  - – Email Header
  - – Email Social Sharing
  - – Email Two Bar Chart
  - – Email Single Line Tip

Email Channel Communications

Peak Time Rebate emails are notifications that are sent to the customer to either inform them of upcoming peak events, or keep them posted on how well they did in reducing their energy usage during the latest peak events. Respectively, these communications are called *pre-event*, and *post-event* emails. Peak Time Rebate emails include rich HTML presentations of data, tips, as well as links to the Energy Efficiency Web Portal - Classic.

Pre-Event Emails

Pre-event emails are used to raise customer awareness of upcoming events, and to motivate customers to save energy. The emails are generally sent the day before an event, but may be either the day of an event, or the day after an event, depending upon the circumstances.

The following is an example of a pre-event email for Peak Time Rebates:

The modules that may be used in a pre-event email include:
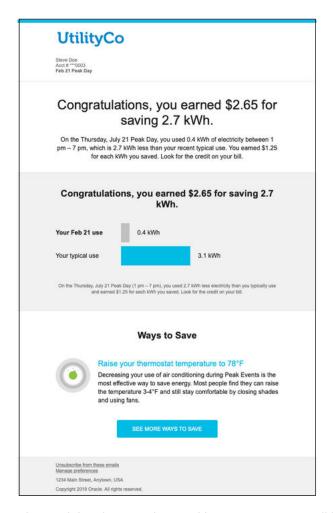
- Email Footer
- Email Header
- Email Peak Day Intro
- Email Peak Day Tips
- Email Reason to Save
- Email Upcoming Peak Day
- Email Social Sharing

Post-Event Emails

Post-event emails are used to either reinforce the customer's behavior during a peak event or to encourage the customer to further reduce their energy use during a peak event, depending upon their performance. The emails are generally sent the day after a peak event.

The following is an example of a post-event email for Peak Time Rebates:

The modules that may be used in a post-event email include:

- Email Daily Results
- Email Earnings Calendar
- Email Footer
- Email Header
- Email Bar Chart History
- Email One-day Earning with Projection
- Email Three Bar Chart
- Email Two Bar Chart
- Email Social Sharing

Email History Bar Chart

The History Bar Chart module allows customers to compare their earnings or energy savings for the six most recent peak days. A pair of bars is shown for each peak day. One represents the customer's savings or earnings for a specific peak event, while the other stands for the average earnings or savings for a peak event. Six peak days are always displayed; if fewer than six peak days have occurred, future events are shown in gray with no dates below the bars. The title of the graph, and the y-axis units and scale vary based on the amount that they earn in USD.

Your day-by-day earnings breakdown

You've earned $5.13 so far for reducing your electric use.

If the customer is missing data for an event, the event is not shown in this module.

This module may appear in post-event emails for customers on all tracks. See Peak Time Rebates Tracks for more information.

For each track, the module can compare you against average-savings homes, or only display the customer's day-by-day savings. If they have earned money during any event, they will see a cumulative total of the amount they have saved. If the customer has not earned any money during the current season, then they are encouraged to visit the utility's website to see tips that will help them save during future events.

Email Daily Results

The Daily Results module tells the customer how much they saved during the latest peak day.

The headline tells the customer how much they earned, how much energy they saved, and the day of the week that this data is relevant for. The body includes the date of the most recent event, the amount of energy the customer saved, the time of the most recent event, and how their usage for the most recent event compares to their baseline usage. The messaging of the headline and module text varies based on the amount that the customer earned.

The following is an example of the Daily Results module for Peak Time Rebates:

You earned $1.99 for saving 1.2 kWh.

On Saturday, an Energy Savings Day, you used 2 kWh of electricity between 1 pm – 6 pm, which is 1.2 kWh less than your recent typical use. You earned $1.25 for each kWh you saved. Look for the credit on your bill.

This module may appear in post-event emails for customers that are on the Money Comparison track. See Peak Time Rebates Tracks for more information.

Email Header

The Email Header module displays customer information and the utility logo at the top of pre- and post-event emails. In pre-event emails, the Email Header module displays the utility's logo and the customer's name and account number. When the customer clicks on the utility's logo, they are directed to the utility's website. Usually this link takes the customer to a page on the website that explains the utility's Peak Time Rebates program. In post-event emails, the Email Header module displays the utility's logo and the customer's name and account number. The header also displays the date of the peak event that the post-event email applies to.

Email Footer

The Footer module communicates key utility information to Peak Time Rebate email recipients. This module may appear in both pre- and post-event emails. The information the Email Footer contains varies from utility to utility, but the footer generally contains the utility's contact information, links to program information on the utility's website, a logo, and links that allow the customer to change their email preferences or unsubscribe from the emails.

The footers also contain Oracle Utilities copyright information. This module appears in emails regardless of the track the customer is on.

Email One-Day Earning With Projection

The One-day Earning with Projection module provides customers with information about how much they can expect to earn during the season, and how their earnings are predicted to compare to high-earning home's. This module only appears in the email following the first peak of the season.

The module provides customers with the following information:

- **Earnings for the most recent event**: Customers are shown how much they earned during the most recent event. This information is presented in a bar chart comparing the customer's earnings to a high-earning home. This helps the customer to understand how much they could be saving if they aggressively cut their usage during a peak event.

- **Projected hot-weather season earnings**: Customers are shown a prediction of how much they will save during the hot-weather season if they continue to earn the same amount every event. This information is presented in a bar chart comparing the customer's projected earnings to a high-earning home's projected earnings. This helps the customer to understand how their earnings for one event translate into earnings for the entire season.

- **Tip**: Customers are shown information about upcoming opportunities to earn more rebates. They can also receive a tip about how to reduce their usage during the next peak event.

The following is an example of the One-day Earning with Projection module for Peak Time Rebates:

This module only appears in the first post-event email that a customer on the Money Comparison track receives. See Peak Time Rebates Tracks for information about what Tracks and Study Groups are, why they are used, and how they work.

Email Three Bar Chart

This module shows how much a customer has saved throughout the summer and compares those savings to average- and high-savings homes in the program. This gives the customer a clear, easy-to-understand visual representation of how their savings compare to other customers enrolled in the program. The information displayed in the graph varies based upon how much the customer has earned over the summer. The values shown in the graph represent cumulative savings for the entire hot-weather season.

The following is an example of the Neighbor Comparison module for Peak Time Rebates:
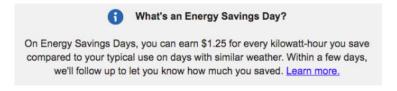
This module is available for customers on the Money Comparison track. See Peak Time Rebates Tracks for information about what Tracks and Study Groups are, why they are used, and how they work.

Email Peak Day Intro

The Peak Day Intro module is used to provide customers with information about the program. It appears in the first pre-event email that a customer receives. The messaging may vary depending upon the track that the customer is on, and whether the first event is an emergency or non-emergency event. Generally, this module explains how much a customer can save per kWh, what the date and time of the event is, and provides the customer with a link where they can learn more about the Energy Savings Day.

For Simple Money and Money Comparison Customers: This module explains how much a customer can save per kWh, and what the date and time of the event is.
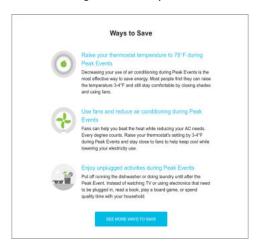
For Peak Rewards Customers: This module explains how much a customer can save per kWh, and what the date and time of the event is. Also, this module explains how the Peak Time Rebates program works. The messaging varies depending upon whether the event is an emergency or non-emergency event.

Email Peak Day Tips

The Peak Day Tips module delivers three energy-saving tips to the customer to help them understand different ways that they can earn money towards their bill by reducing their energy usage. This module can only appear in pre-event emails, and is available for customers in all tracks.

The following is an example of the Peak Day Tips module for Peak Time Rebates:

Email Two Bar Chart

The Two Bar Chart module shows the customer how much they saved during the peak event. The customer's energy savings and the amount they earned are clearly displayed, making this information one of the first things that the customer notices in this module. The graph compares the customer's baseline usage to their usage during the peak event, reinforcing the fact that reducing energy usage below their baseline during a peak event results in earning money towards their bill. Other content provides the customer with information about when the event was, and how their energy usage during this time compared to their baseline usage.

The following is an example of the Personal Comparison module for Peak Time Rebates:

This module is available for customers on the Peak Rewards and Simple Money tracks. See Peak Time Rebates Tracks for more information.

Email Reason to Save

The Reason to Save module appears in pre-event emails and contains language to motivate the customer to save energy while participating in the upcoming event. The messaging used in

this module may vary based on the customer's track, how many pre-event emails the customer has received, and how many total customers have received rebates during the season.

This module requires data about average Peak Time Rebates Cloud Service savings across all program participants. See [Requirements and Limitations](#) for more information.

For Simple Money and Money Comparison Customers

The module will varies depending upon how many emails the customer has received and upon how many customers have received rebates.
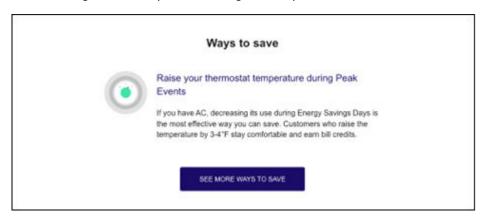
For Peak Rewards Customers

In general, the module includes information about how much the customer's device will be cycled, and includes other details about the Peak Rewards program that the customer is enrolled in. The module varies based upon when the email is sent.

Email Single-Line Tip

The Single-line tip module provides customers with simple, actionable tips for reducing their energy use during peak events. Email single-line tips generally focus on the highest-impact, actionable ways that a customer can reduce their usage. This module only appears in post-event emails, and is available for customers in all tracks.

The following is an example of the Single-line Tip module for Peak Time Rebates:

Email Upcoming Peak Day

The Upcoming Peak Day module provides customers with basic information about the upcoming peak day, including the day of the week, month and day, and the start and end times that the event will take place. This information is dynamically populated from the event file that the utility passes to Oracle Utilities.

The customer's attention is drawn to the bottom, telling them the day, date, and time that the event will occur. The messaging in this module varies based upon when the upcoming event is planned.

The following is an example of the Upcoming Peak Day module for Peak Time Rebates:

Earn money toward your bill and help
maintain the reliability of the electric
delivery system by saving electricity

February 21
1pm - 7pm

Email Social Sharing

The Social Sharing module encourages customers to share information about peak events. It includes links to Facebook and X that the customer can click to automatically share information with their social networks.

For pre-event emails, this module invites customers to share information about the upcoming peak event. For post-event emails, this module invites the customer to share their rebate information if they received a rebate.

The messaging around this module varies depending upon the track that the customer is on. See Peak Time Rebates Tracks for information about what Tracks and Study Groups are, why they are used, and how they work.

Web-Based Insights

Depending on the utility's program design and setup, customers may be able to access information about their peak events savings in their web experience in the Digital Self Service - Energy Management widget.

Digital Self Service - Energy Management Rebates

The Peak Time Rebate widget allows customers who are enrolled in Peak Time Rebates to view their historical peak event day rebate and energy saving information in a user-friendly graph.

- **Bill Credits**: This graph displays how much money a customer has earned by saving energy on peak rebates event days.

- **Average Homes**: This graph displays how much money a customer has saved compared to homes within 100 miles of them and who saved energy on an energy savings day. Average homes data is only available for the money comparison and peak rewards experiences.

- **Tool tip**: When hovering over the Bill Credits or Average Homes graphs, pertinent information about the day is displayed including date and day of the week, specific event hours and average temperature during that period, how much energy the customer saved compared to their baseline, and the rebate amount is displayed.

- **Total Bill Credits**: This section calculates the customer's cumulative rebate amount for the selected season.
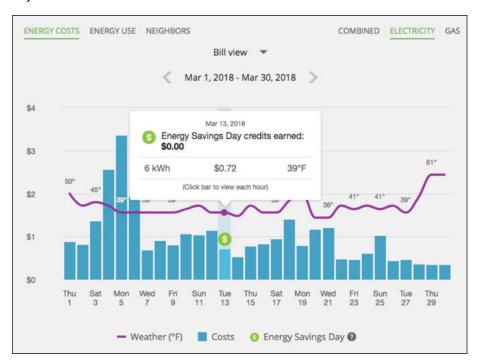
See the Energy Management Cloud Service Overview for additional information about the Digital Self Service - Energy Management product requirements and features.

Digital Self Service - Energy Management Data Browser Costs View
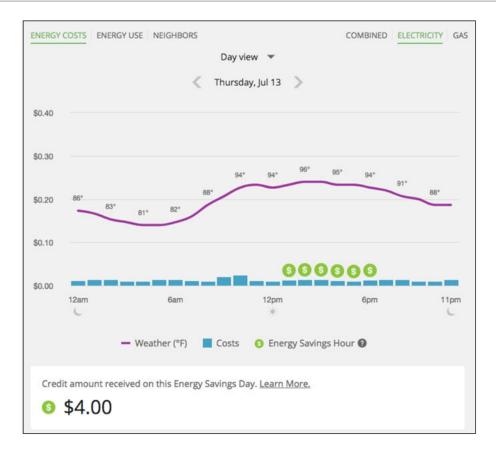
Information about rebates can be displayed in the Costs view of the Digital Self Service - Energy Management Data Browser if a customer earns rebates for using less energy during peak event periods. Peak event periods are times of day when energy costs more money due to higher demand. The display of the rebates varies depending on the view selected.

Bill view: An icon displays above the days when a customer had an opportunity to receive a peak time rebate. You can click on the icon to view the tooltip, which displays the amount of any credits earned.

Day view: An icon displays above the hours when a customer had an opportunity to receive a peak time rebate. You can click on the icon to display a tooltip with details about that hour. Additionally, you can see any credits earned during that day below the graph.

See the Energy Management Cloud Service Overview for additional information about the Digital Self Service - Energy Management product requirements and features.

Mobile Push Channel Communications

Peak Time Rebates mobile push alerts enable utility customers who have the utility's mobile application to receive in-application alerts regarding peak events. The pre-event push alerts notify customers of upcoming peak events and remind them of how much they could potentially save. After events, follow-up alerts notify customers of the amount of money they saved by reducing energy use.

To use mobile push alerts, the following requirements must be met:

- The utility must have a mobile application.

- The utility must use a vendor to handle push notifications.

- The customer must have installed and signed into the utility's mobile application on a mobile device.

Pre-Event Push Alert

Pre-event mobile push alerts are sent to customers via the utility's mobile application before a peak event. The alert informs the customer when the event occurs, and reminds them that they can save money by reducing energy use during the upcoming event. They are generally delivered to the customer the day before the peak event, though these communications may go out later (in the event of an emergency peak event), or earlier. Delivering the message close to the day of the event ensures that the reminder is fresh in the customer's mind.

The messages themselves are short and simple, given the medium in which they are delivered. Note that users can disable these alerts in the application, as with all mobile applications.

Post-Event Push Alert

Post-event mobile push alerts are sent to enrolled customers the day after a peak event. The notification uses a push alert from the utility's mobile application to inform the customer whether they have received a rebate because of their reduction in energy use during the event. They are generally delivered the day after the peak event, though this may vary. Delivering communications directly to the customer's mobile device provides more immediate feedback on performance than a printed report.

The messages themselves are short and simple, given the medium in which they are delivered. The messaging and content may vary slightly based on the track the customer is on, and based on the customer's performance in the event. Note that users can disable these alerts in the application, as with all mobile applications.

Text Channel Communications

Peak Time Rebate text messages use Short Message Service (SMS) messages to contact customers by telephone. They notify customers of upcoming peak events and remind them of how much they could potentially save. After peak events, follow-up alerts notify customers of the amount of money they saved by reducing energy use.

For text communications, utilities must use an SMS short code provisioned and owned by Oracle Utilities so that Oracle Utilities can comply with all requirements set forth by the MMA Best Practices and CTIA guidelines for SMS communications. This includes managing a double-opt-in process, as well as all required keywords (STOP, CANCEL, UNSUBSCRIBE, HELP, INFO, and so on).

Customer preference and contact information can only be changed using Oracle Utilities Opower APIs, and the double opt-in workflow should be triggered using the APIs. CSRs can instruct customers to follow the double-opt in process if the customer has already selected a preference in the utility's preference center by texting "YES" to the utility's short code.

Customers must go through a double opt-in process to receive text communications. Customers that do not are not eligible to receive text communications.

Text communications are limited to 160 characters. Customers who reply to a text with anything other than a keyword will get a response inviting them to call the call center.

Pre-Event Text Messages

Pre-event Text notifications are text messages that are delivered to customers' phones. They are sent before a peak event. They inform he customer that they can save money by reducing energy use during the event. They are generally delivered the day before the peak event, though they may go out later in the case of an emergency event, or earlier.

The contents of the message vary depending upon the track the customer is on and when the message is delivered.

- **For Simply Money and Money Comparison Customers**: These messages encourage the customer to participate by pointing out that they can reduce their bills by reducing their usage. Generally, this message includes the date and time of when the event will occur, gives tells the customer that they can reduce their bill by participating, and provides the customer with instructions to opt out of the messages. The messaging varies depending

upon when the peak event is scheduled to occur. If it is an emergency event, the text informs the customer of this fact.

- **For Peak Rewards Customers**: These messages encourage the customer to participate by pointing out that they can reduce their bills by reducing their usage, and reminds them that their air conditioners will be cycled during the event. The messages also inform the customer of the time and date of the scheduled event. The messaging varies depending upon when the peak event is scheduled to occur. If it is an emergency event, the text informs the customer of this fact.

Post-Event Text Messages

Post-event text messages are used to inform customers about their performance during the recent event. They are generally delivered the day after the peak event, though this may vary. The content of the text message varies depending upon the track the customer is on. See Peak Time Rebates Tracks for more information.

- **For Simple Money and Peak Rewards Customers**: These messages provide customers with the amount they earned and the amount of energy they saved to reinforce the connection between saving energy and earning credit toward their bills. These messages also include links to the customer's account on the utility's website, allowing the customer to follow the link and view more details about how much they saved. The messages vary depending upon whether or not the customer saved energy during the peak event.

- **For Money Comparison Customers**: These messages provide customers with the amount they earned and how the customer's earnings compare to the average-saving home. This provides customers with a point of reference for how their savings compare to other people that are enrolled in the same program. The messages vary depending upon whether or not the customer saved energy during the peak event.

Voice Channel Communications

Peak Time Rebates can use the voice channel to make automated pre- and post-event phone calls (also called Interactive Voice Response, or IVR) to customers. The calls are designed to motivate customers to save energy during peak events.

Peak Time Rebate phone calls deliver recorded messages to customers when they answer their phones or leave a voicemail if the customer is unavailable. The phone messages generally include tips to earn rebates during the peak event. Customers are provided with opt-out instructions at the end of the recording, and the phone call originates from the utility's call center phone number.

Pre-Event Voice Messages

Pre-event voice communications are used to remind customers of upcoming events. They are generally delivered to the customer the day before the peak event, though these communications may go out later (in the event of an emergency peak event), or earlier. The messaging and content may vary slightly based on the track the customer is on, the customer's performance in the peak event, and when the message is delivered. See Peak Time Rebates Tracks for more information.

Post-Event Voice Messages

Post-event voice communications are used to inform customers about their performance during the recent event. They are generally delivered the day after the peak event, though this may vary. The messaging and content may vary slightly based on the track the customer is on,

and based on their performance during the peak event. See [Peak Time Rebates Tracks](#) for information about what Tracks and Study Groups are, why they are used, and how they work.

Add-On Features

Refer to the sections below for add-on features.

Oracle Utilities Opower Peak Management: Add 5 Events Cloud Service

Notifications for five additional events for either Peak Time Rebates or Behavioral Demand Response during each 12-month contracted service period can be added. Events can be one of two event types: hot-weather events or cold-weather events. Calling events of a different event type requires a separate purchase. Unused events from one 12-month service period cannot be carried over into a subsequent service period.

Enrollment

Customers are automatically enrolled in Peak Time Rebates by being part of a rate plan for which Peak Time Rebate events are called and by having notification preferences set in the Oracle Utilities Opower system using an API. For utilities with opt-in text and/or voice channels, customers can opt themselves in through the Digital Self Service – Energy Management (DSS-EM) Account Center. They can also opt themselves out of any or all of the channels through which they receive communications. To opt out of mobile push alerts, utility customers use the settings on their mobile device to delete or silence alerts.

Customers are able to control their communication preferences using the Digital Self Service – Energy Management (DSS-EM) Account Center. Customer Service Representatives (CSRs) are able to control enrollment using the Customer Service Interface (CSI). These preferences are also available through APIs, and the customer can opt themselves out of the email, text, push, and voice channels.

Delivery

Communications in the Peak Time Rebates Cloud Service are delivered to customers according to the peak event schedule. The delivery of the utility's event file is what triggers communications to be sent to customers.

Email Reports

Email communications may be delivered both before and after a peak event. Pre-event emails are generally delivered the day before a peak event, though they may be delivered the day of a peak event, in the case of emergency (same-day) events. Other circumstances may cause the email to be sent earlier than the day before a peak event.

Post-event emails are generally delivered the day after the peak event, though circumstances may cause the email to be sent later. Oracle Utilities can create utility-specific reply-to addresses so that the utility can receive replies to their chosen address.

Text Messages

Text messages can be delivered to customers both before and after a peak event.

Pre-event texts are generally delivered the day before a peak event, though they may be delivered the day of a peak event, in the case of emergency events. Other circumstances may cause the text to be sent earlier than the day before a peak event.

For example, if the event file is delivered earlier than the day before the peak event, communications will be sent earlier than the day before the event, as the receipt of the event file is what triggers the communications to send.

Post-event texts are generally delivered the day after the peak event, though circumstances may cause the text to be sent later.

For example, post-event texts are sent when Oracle Utilities receives the user's baseline usage and their rebate information.

Voice Messages

Voice messages can be delivered to customers both before and after a peak event. Pre-event voice messages are generally delivered the day before a peak event, though they may be delivered the day of a peak event, in the case of emergency (same-day) events. Other circumstances may cause the message to be sent earlier than the day before a peak event.

Post-event voice messages are generally delivered the day after the peak event, though circumstances may cause the text to be sent later.

Rules Governing Peak Time Rebate Delivery

Peak Time Rebate messages are not regularly-scheduled communications. They are triggered according to when the peak day events are scheduled during the peak event season. Peak Time Rebate messages must be delivered within a specific delivery window. Anything outside of the specified delivery window is considered the blackout period, which is also known as quiet hours. Oracle Utilities will not send text and voice messages during quiet hours. Rules that govern Peak Time Rebate delivery are:

Delivery Window: Voice and text messages must be delivered within a specific delivery window, during legally mandated waking hours. This is usually between 8 a.m. and 6 p.m. However, times may vary by state. Quiet hours will be mutually agreed upon between Oracle Utilities and the utility client. Clients cannot choose the time of send.

The following items can also impact the delivery window:

• On weekends, pre-event messages must be delivered before 9 AM local time.

• Post-event messages must only be delivered Monday - Friday.

Delivery Frequency: Each Peak Time Rebate message is sent only once for each peak event. For example, before the peak event, the pre-event email is sent only one time. If a customer does not receive the email, it is not resent. Customers will receive a pre- and post-event message for each peak event but messages are not resent or duplicated for a single event. If the utility schedules more than one peak event season in a year (summer and winter events), this sequence repeats for each season.

Emails and Attachments: For email alerts, the email content is delivered directly in the email message with no attachments. This makes it more convenient for customers to quickly view the information, and it makes the emails less likely to be blocked by spam filters.

Providing Customer Support

Customer Support Representatives can use the Customer Service Interface tool to:

- Access a customer's web account.

- View sent Peak Time Rebate communications.

- Manage peak day communication preferences.

For details, see [Supporting Peak Day Communications](#).

4

Inside Opower

The Peak Time Rebates Cloud Services includes access to Inside Opower. Inside Opower is an online, utility-facing suite of tools to help users across a utility stay informed of and manage their Oracle Utilities Opower program. Utility users can access key data such as program insights, analytics, reports, contact information, and documentation. See the Oracle Utilities Opower Inside Opower Product Overview for details.

5
Customer Service Interface - Program Management

The Peak Time Rebates Cloud Service includes access to the Customer Service Interface - Program Management tool. The Customer Service Interface (CSI) is an online support tool that provides utility support staff with the information and functionality they need to manage the Oracle Utilities Opower program and answer customer questions. See the *Customer Service Interface - Program Management Product Overview* for details.

6
Contact Your Delivery Team

Your Oracle Delivery Team is the group responsible for setting up, configuring, launching, or expanding your Oracle Utilities Opower program. Contact your Delivery Team if you have any questions about your program products and implementation.

To contact your Delivery Team:

1. Sign in to Inside Opower (https://inside.opower.com). This is your portal for questions and information related to your program.

2. Go to the Community tab to see who is on your Delivery Team.

3. Contact any of the team members using the information provided.

If you need to report an issue or get technical support, contact My Oracle Support.