

Opower AMI Customer Education Reports

Opower AMI Customer Education Report Cloud Service Product Overview



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Oracle Utilities Opower AMI Customer Education Report Cloud Service Product Overview

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

Quick Links

- [Introduction](#)
- [Service Introduction](#)
- [Inside Opower Service Reference](#)
- [CSI Service Reference](#)
- [Providing Customer Support](#)

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Getting Started

Customer Education Reports are print and email communications delivered to customers who recently received an AMI smart meter. They are designed to inform customers about the benefits of their smart meter, provide AMI energy use insights, and encourage customers to engage with other AMI tools and programs offered by the utility.

The following components are available in this service:

- [AMI Customer Education Report](#)
- [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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AMI Customer Education Report

The Oracle Utilities Opower Advanced Metering Infrastructure (AMI) Customer Education Report Cloud Service includes print and email communications that encourage customers who recently received an AMI smart meter to engage with other AMI tools and programs offered by their utility.

Data Requirements and Limitations

The following requirements and limitations apply to all utilities and customers in the Customer Education Reports program.

Utility Requirements

- **Scale:** Scale restrictions may apply. The actual number of communications sent may be affected by data availability.
- **Language:** Not all languages and locales are supported at this time. Contact your Oracle Utilities Sales Representative to confirm that Customer Education Reports are available in your market.
- **Data Frequency and Standardization:** Utilities must be able to send AMI data at a daily frequency to Oracle Utilities Opower. Data must be sent according to the [Oracle Utilities Opower Interval Data Transfer Standards](#).
- **Data Transfer Window:** The utility must be able to deliver customer data to Oracle Utilities within 72 hours (48 hours from the last data read of the day).
- **Customer Contact Information:** The utility must be able to provide customer contact information for auto-enrollment.
- **Channel Fees:** Utilities may purchase a channel fee if they want to send print reports to customers. Channel fees are used to add on printing, mailing, and postage services to the cloud service. The following channel fees apply:
 - **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.

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.

Customer Requirements

- **Customer Type:** The customer must be residential and must be an electric or dual-fuel customer. Only electric data is displayed.

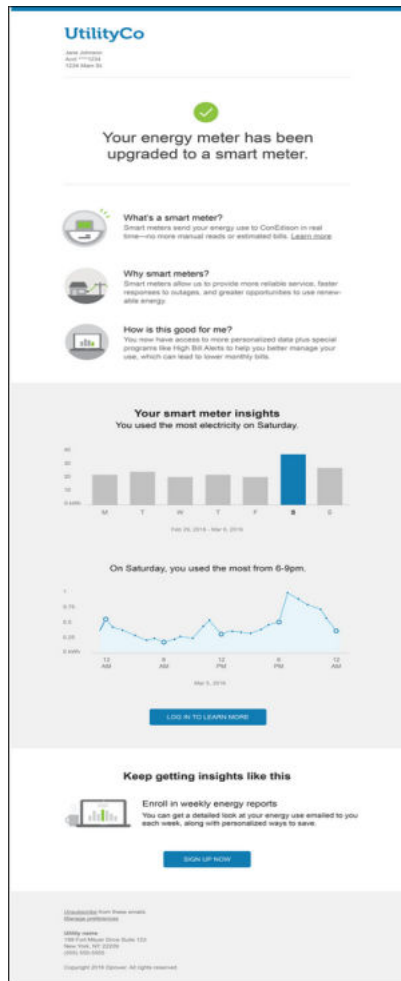
- **Single Service Point:** The customer must only have one service point.
- **Data History:** The data history requirements vary for each report type.
- *Introduction Reports:* Customers must have AMI data for the last two weeks. Hourly or more granular data is required. Reports will not be sent without this level of data granularity. By default, at least 50% read coverage is required for the last two weeks, the highest day in the customer's last week, and the last day of the week.
- *Engagement Reports:* Customers must have AMI data for the last 60 days. Hourly or more granular data is required. At least 75% read coverage is required for the 60-day period.
- **Email Address Validity:** The customer must have a valid email address to receive AMI Customer Education Reports through the email channel.

Customer Experience

The AMI Customer Education Report program consists of a sequence of two reports: an Introduction AMI Customer Education Report and an Engagement AMI Customer Education Report. Eligible customers receive an email and print version of both the Introduction and Engagement AMI Customer Education Reports as long as the utility has purchased both channels and the customer has a valid email address.

Email Introduction AMI Customer Education Report

The email Introduction Customer Education Report is the first report in the program. By default, it is delivered 30 days after smart meter installation. It provides an introduction to smart meters as well as personalized hourly and daily energy use insights. It also encourages customers to engage with other AMI programs and communications offered by the utility.



Header, Footer, and Subject Line

The email subject line indicates that the customer's energy meter has been upgraded to a smart meter.

The header includes the utility logo, customer name, and customer account number. If a customer experiences any problems viewing the email, they can click a link to indicate that they are having trouble viewing the email. The email will then appear correctly in a web browser.

The footer includes an unsubscribe link, a link to manage email preferences, utility information, copyright information, and optional disclaimer text. An unsubscribe link and the utility email address must appear due to CAN-SPAM regulations in the US and similar regulations abroad.

Smart Meter FAQs

Frequently Asked Questions (FAQs) about smart meters are displayed at the bottom of the front page of the report. The FAQs define what smart meters are in simple terms, and describe the benefits of smart meters for both the utility and the customer.

Day By Day Breakdown

The Day by Day Breakdown module shows how many kilowatt-hours (kWh) the customer spent each day of the previous week. Each bar in the graph represents the kWh total for the corresponding day, and a blue bar represents the day on which the most kWh were used.

Hourly Breakdown

The Hourly Breakdown module contains a line graph that shows a 24 hour breakdown of the highest usage day from the previous week. For example, if a customer used the most electricity on Saturday, an hourly breakdown for Saturday is shown.

Customers can click on the graph or on a **Log In To Learn More** button below the graph to open the Data Browser in the Oracle Utilities web portal, if applicable. The Data Browser is an interactive tool that allows customers to visualize and explore their energy use trends and costs, and make comparisons to useful benchmarks, such as weather and similar homes.

Sign Up

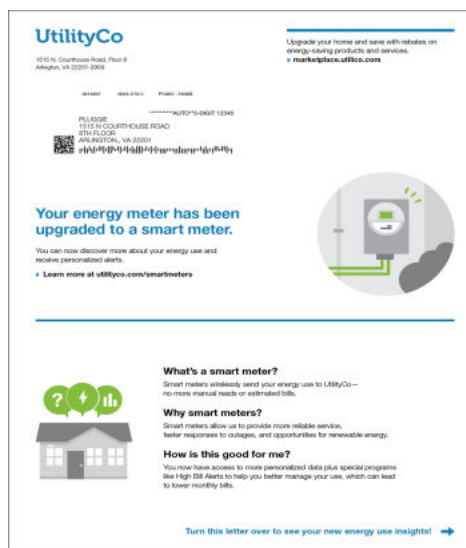
The Sign Up module encourages customers to enroll in other AMI communications offered by the utility, such as Oracle Utilities [Weekly Energy Updates](#). A custom link can appear in this module to direct customers to a web page where they can find more information.

Print Introduction AMI Customer Education Report

The print Introduction Customer Education Report is the first report in the program. By default, it is delivered 30 days after smart meter installation. It provides an introduction to smart meters as well as personalized hourly and daily energy use insights. It also encourages customers to engage with other AMI programs and communications offered by the utility.

Report Front

The front page of the report includes a header and footer, custom marketing module, and smart meter FAQs.



Header and Footer

The header appears in the top section of the front of every report. The left side of the header contains the customer mailing address box, utility return address box with utility logo, customer account number, and customer service address. The mailing and return addresses are placed so that they show through the two windows in the envelope. The right side of the header contains introductory information about the report. An additional message and optional URL may appear below this content to highlight other details about the report or utility programs.

A footer on the front page of the report contains a prompt to turn over the report.

Marketing Module

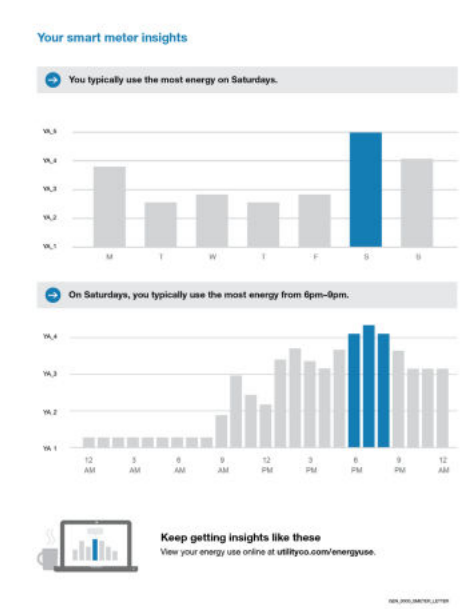
A custom marketing module can be used to advertise utility tools and programs available to AMI customers. For example, utilities could provide information about AMI tools available on the Oracle Utilities web portal or encourage customers to enroll in other Oracle Utilities AMI communications, such as Weekly Energy Updates.

Smart Meter FAQs

Frequently Asked Questions (FAQs) about smart meters are displayed at the bottom of the front page of the report. The FAQs define what smart meters are in simple terms, and describe the benefits of smart meters for both the utility and the customer.

Report Back

The back page of the report contains personalized smart meter insights and a URL where customers can enroll in other Oracle Utilities AMI communications. See the module descriptions below for more information.



Day By Day Breakdown

The Day by Day Breakdown module shows how many kilowatt-hours (kWh) the customer spent each day of the previous week. Each bar in the graph represents the kWh total for the corresponding day, and a blue bar represents the day on which the most kWh were used.

Hourly Breakdown

The Hourly Breakdown module contains a bar graph that shows a 24 hour breakdown of the highest usage day from the previous week. For example, if a customer used the most electricity on Saturday, an hourly breakdown for Saturday is shown.

Sign Up

A module at the bottom of the back page of the report describes the AMI communications that are available to the customer and encourages them to enroll in these communications to continue receiving smart meter insights. A custom URL directs customers to a utility web page where they can learn more.

Email Engagement AMI Customer Education Report

The email Engagement Customer Education Report is the second report sent in the program. By default, it is delivered 90 days after smart meter installation. It directs the customer to utility web pages where they can view more of their energy use trends and enroll in other AMI programs and communications offered by the utility. It also includes a smart meter insight that shows customers the time of day when they use the most energy.

UtilityCo
Jane Johnson
Acct ****1234
1234 Main St.

Have you taken advantage of your new smart meter?
Your smart meter gives you more insights into your energy use than ever. See how yours can help you save!

New! What kind of electricity user are you?

You're a Morning User
You use the most from 6am-noon

Time of Day	Percentage
Mornings	59%
Afternoons	14%
Evenings	17%
Nights	10%

06/26/17 - 08/26/17

[LOGIN TO SEE YOUR USE](#)

Ways to save for morning users

- Shower time**
Try cutting 1 minute off your shower time.
- Making coffee**
Keep coffee in a thermos so it stays warm longer.

Tools and programs powered by your smart meter

- Take a deep dive**
See more insights about your weekly, daily, and even hourly use.
[SEE YOUR USE](#)
- Stop high bills before they come**
Thanks to your smart meter, you're automatically enrolled in email High Bill Alerts—sign up to receive text messages, too.
[GET ALERTS](#)
- Enroll in weekly reports**
Receive weekly emails with your energy use highlights and personalized ways to save.
[SIGN UP NOW](#)

[Unsubscribe from these emails](#)
[Manage preferences](#)

Utility name
199 Fort Meyer Drive Suite 123
New York, NY 22209
(555) 555-5555

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Header, Footer, and Subject Line

The email subject line asks whether the customers has taken advantage of their new smart meter.

The header includes the utility logo, customer name, and customer account number. If a customer experiences any problems viewing the email, they can click a link to indicate that they are having trouble viewing the email. The email will then appear correctly in a web browser.

The footer includes an unsubscribe link, a link to manage email preferences, utility information, copyright information, and optional disclaimer text. An unsubscribe link and the utility email address must appear due to CAN-SPAM regulations in the US and similar regulations abroad.

Introduction

A module at the top of the email encourages the customer to take advantage of their smart meter and explains how smart meters can provide useful energy use insights.

High Usage Period

The Highest Usage Period module identifies the part of the day—morning, afternoon, evening, or night—in which the customer tends to use the most energy and expresses this as a percentage of total daily use. For example, the module may show that from 6am-12pm, a customer uses 40% of their average daily usage. If this is the largest category of energy spending, the insight statement identifies the customer as a morning user. Next to this insight, the module displays energy-saving tips specific to that time of day.

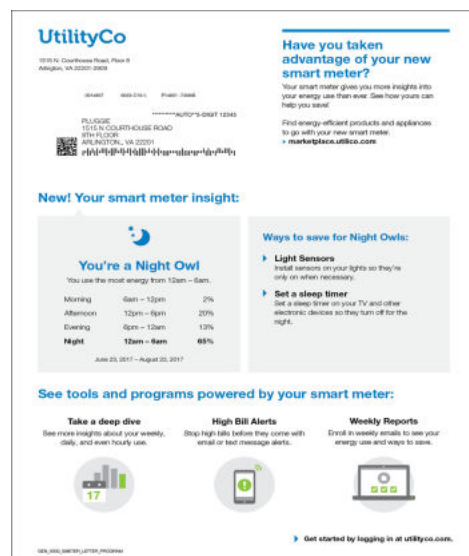
Some customers may see that the night period (12am-6am) is their highest usage period. This may be due to the customer charging an electric vehicle or running a large energy-intensive appliance during those hours.

Sign Up

The Sign Up module encourages customers to enroll in other AMI communications offered by the utility, such as Oracle Utilities [Weekly Energy Updates](#). A custom link can appear in this module to direct customers to a web page where they can find more information.

Print Engagement AMI Customer Education Report

The print Engagement Customer Education Report is the second report sent in the program. By default, it is delivered 90 days after smart meter installation. It directs the customer to utility web pages where they can view more of their energy use trends and enroll in other AMI programs and communications offered by the utility. It also includes a smart meter insight that shows customers the time of day when they use the most energy.



Header and Footer

The header appears in the top section of the front of every report. The left side of the header contains the customer mailing address box, utility return address box with utility logo, customer account number, and customer service address. The mailing and return addresses are placed so that they show through the two windows in the envelope. The right side of the header contains introductory information about the report. An additional message and optional URL may appear below this content to highlight other details about the report or utility programs.

A custom footer appears on the bottom of the front page of the report. For example, the footer can include a link to a utility web page where customers can learn more about the AMI tools and communications offered by the utility.

High Usage Period

The Highest Usage Period module identifies the part of the day—morning, afternoon, evening, or night—in which the customer tends to use the most energy and expresses this as a percentage of total daily use. For example, the module may show that from 6am-12pm, a customer uses 40% of their average daily usage. If this is the largest category of energy spending, the insight statement identifies the customer as a morning user. Next to this insight, the module displays energy-saving tips specific to that time of day.

Some customers may see that the night period (12am-6am) is their highest usage period. This may be due to the customer charging an electric vehicle or running a large energy-intensive appliance during those hours.

Available Tools and Programs

A module at the bottom of the front page of the report describes the AMI tools and programs available to the customer. A URL directs customers to a utility web page where they can learn more.

Enrollment

The following describes the customer enrollment programs for the email and print AMI Customer Education Report channels.

Email Reports: Eligible customers can be enrolled in email AMI Customer Education Reports as an opt-out program. In an opt-out program, customers are automatically enrolled as long as they meet the eligibility criteria. In this scenario, Oracle Utilities coordinates with the utility to select which AMI customers to enroll. Customers cannot opt out of email AMI Customer Education Reports without also opting out of all Oracle Utilities email communications.

Print Reports: Eligible customers can be enrolled in print AMI Customer Education Reports as an opt-out program.

Note

Customers cannot opt out of print AMI Customer Education Reports as the program consists of only two reports.

Delivery

This section provides general information about the delivery of email and print AMI Customer Education Reports.

Email or Print Report: Customers receive both email and print AMI Customer Education Reports as long as the utility has purchased both channels and the customer has a valid email address.

Frequency: Customers do not receive AMI Customer Education Reports on a regular cadence. By default, customers receive the Introduction AMI Customer Education Report 30 days after smart meter installation and the Engagement AMI Customer Education Report 90 days after smart meter installation.

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

Email Analytics: Oracle Utilities collects information on the number of email bounces, opens, opt-outs, and click-throughs.

Providing Customer Support

Customer Service Representatives can do the following in the Oracle Utilities Opower Customer Service Interface:

- View the email or print AMI Customer Education Report sent to customers.
- Help a customer update their email address.
- Help a customer enroll in other Oracle Utilities AMI communications.

See [Supporting Customer Education Reports](#) for more information.

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Inside Opower

The Advanced Metering Infrastructure Customer Education Report Cloud Service includes AMI Customer Education Report program insights available through 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. The utility must have an Inside Opower license to access the insights included with Advanced Metering Infrastructure Customer Education Report Cloud Service.

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Customer Service Interface - Program Management

The Advanced Metering Infrastructure Customer Education Report Cloud Service includes AMI Customer Education Report Customer Service Representative resources. These resources are available through 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 [Oracle Utilities Opower Customer Service Interface - Program Management Product Overview](#) for details. The utility must have a Customer Service Interface - Program Management license to access the AMI Customer Education Report Customer Service Representative resources that are available with the Advanced Metering Infrastructure Customer Education Report Cloud Service.