

Opower AMI Customer Education Reports V3

Opower AMI Customer Education Report V3 Product Overview



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Opower AMI Customer Education Reports V3 Opower AMI Customer Education Report V3 Product Overview,
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Getting Started

Customer Education Reports v3 are communications delivered to residential and business 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.

Residential customers receive both print and email communications, provided the utility has purchased both channels. Business customers receive email communications only.

The following components are available in this service:

- [Residential Reports](#)
- [Business Reports](#)
- [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](#).

2

AMI Customer Education Reports

The Oracle Utilities Opower Advanced Metering Infrastructure (AMI) Customer Education Report v3 Cloud Service sends print and email communications to customers who recently received an AMI smart meter. The messages promote the utility's AMI tools and programs and guide customers to next steps.

Delivery Channels and Audiences

Reports are sent to customers as follows:

- **Residential customers:** Receive print and email communications if the utility purchases both channels.
- **Business customers:** Receive email communications only.

Data Requirements and Limitations

The following requirements and limitations apply to all utilities and customers in the Customer Education Reports v3 program.

Utility Requirements

Utilities must meet the following requirements:

- **Scale:** Scale restrictions may apply based on data availability. The number of communications sent can be affected by the data the utility provides.
- **Language:** Not all languages and locales are supported. [Contact your Delivery Team](#) to confirm that Customer Education Reports v3 are available in your market.
- **Data Frequency, Standards and Transfer Window:** Utilities must:
 - Send AMI data to Oracle Utilities Opower daily.
 - Send data according to the [Oracle Utilities Opower Interval Data Transfer Standards](#).
 - 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 provide customer contact information to support auto-enrollment.
- **Channel Fees:** Utilities may purchase a channel fee if they want to send print reports to residential 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

Customers must meet the following requirements:

- **Customer Type:** The customer must be a residential or business customer.
- **Rate Type:** The customer must be an electric or dual-fuel customer. Reports display only electric data.
- **Single Service Point:** The customer must only have one service point.
- **Data History for Introduction Reports:** Customers must:
 - Have AMI interval data for the last 2 weeks.
 - Provide hourly or more granular data.
 - Meet at least 50% read coverage for the last two weeks, the highest day in the customer's last week, and the last day of the week.
- **Data History for Engagement Reports:** Customers must:
 - Have AMI interval data for the last 60 days.
 - Provide hourly or more granular data.
 - Meet at least 75% read coverage for the 60-day period.
- **Email Address Validity:** The customer must provide a valid email address to receive reports by email.

Customer Experience: Residential Reports

The AMI Customer Education Report v3 program for residential customers consists of a sequence of two reports:

- Introduction AMI Customer Education Report
- 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 - Residential

The email Introduction Customer Education Report - Residential is the first report residential customers receive 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 daily and hourly energy use insights. It also encourages customers to engage with additional AMI-related programs, insights, and communications offered by their utility.

This image shows an example of the report:

UtilityCo

Account #*****7890

Sarah,
Your smart meter gives you new insights into your energy use!



Get to know your smart meter



▶ What is a smart meter?

Smart meters securely send your energy data to the utility using wireless technology—no more manual readings or estimates. They let you track your usage by hour, day, or month, making it easier to set goals and manage your budget.
[Learn more.](#)

▶ Smarter insights, smarter savings

By showing when and how you use energy, smart meters help you adjust habits, reduce bills, and make more informed choices every day.

Your smart meter insights

You used the most energy on **Wednesday**



Your highest use period on Wednesday was
7am - 10am

Subject Line, Header, Introduction, and Footer

The email contains the following components:

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

Header: The header includes the utility logo and the customer account number, which might appear masked, depending on your utility's settings.

Introduction: Below the header is the Introduction module that typically reads, "<First Name>, Your smart meter gives you new insights into your energy use!" This statement is followed by a graphic that depicts a computer station where a customer might view their energy insights.

Footer: The footer includes:

- Utility contact information (address and phone number).
- Optional text for legal notices, disclaimers, or explanations of how energy use is calculated.
- A Manage preferences link that opens the utility's website, where customers can specify whether they want to receive communications, and who they are sent to.
- An Unsubscribe link so customers can unsubscribe from the email. This link is required to meet CAN-SPAM (US) and similar international regulations.

Smart Meter Tips

The Smart Meter Tips module introduces smart meters in plain language and explains their key benefits for customers. This module includes:

Header and Graphic: The module begins with the "Get to Know Your Smart Meter" heading, followed by a graphic of a smart meter.

What is a smart meter? statement: This section describes what a smart meter is in simple terms. The default statement reads, "Smart meters securely send your energy data to the utility using wireless technology – no more manual readings or estimates. They let you track your usage by hour, day, or month, making it easier to set goals and manage your budget." After the statement, a Learn more link is available, that directs the customer to the utility's website.

Smarter insights, smarter savings statement: This section describes how smart meter insights can help customers save money. The default statement reads, "By showing when and how you use energy, smart meters help you adjust habits, reduce bills, and make more informed choices every day."

Smart Meter Graph Insights

The Smart Meter Graph Insights module shows customers their energy use for the past week. It highlights the highest-use day and provides an hourly breakdown chart for that day.

The module includes:

Header: The header reads "Your smart meter insights", indicating that the insights come directly from the customer's meter.

Weekly breakdown: After the header, the module identifies the day with the highest energy use in the past week and displays a bar chart of daily energy use for the last 7 days. The day

with the highest usage is highlighted and the date range associated with the data is displayed below the chart.

Hourly breakdown: Next is the hourly breakdown of the day the customer used the most energy. This section identifies the period of time when the customer's usage was highest, and includes a chart that shows a bar for each hour of the day. The highest usage period is highlighted and the date associated with the data is displayed below the chart.

Explore your usage button: At the bottom of the module, customers can click the Explore your usage button to open the utility's website and view detailed usage data.

Welcome Insights

The Welcome Insights module invites customers to sign up for ongoing utility communications and explore detailed energy use tools on the utility website.

The module includes:

Graphic and Header: The module begins with a graphic of a computer screen depicting energy usage data, and includes the heading, "Track your business energy usage".

Utility Statement: This statement encourages the customer to explore their energy usage more by signing up for additional communications from the utility. For example, "Better understand how your business uses energy by viewing your energy use data and history at <utility website>."

Log In Button: At the bottom of the module, the customer can click Explore Your Energy Use more to open the utility website and manage communication preferences or view detailed usage tools.

Customer Feedback

At the bottom of the email, utilities can insert the [Customer Feedback module](#), which is part of the Oracle Utilities Energy Efficiency Cloud Service product.

Email Engagement AMI Customer Education Report - Residential

The email Engagement Customer Education Report is the second report sent to residential customers 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

Account #*****7890

Sarah,
Let's take a look at your personalized smart meter insights!



Your energy use by time of day

	Morning 6am - 12pm	24%
	Afternoon 12pm - 6pm	18%
	Evening 6pm - 12am	11%
	Night 12am - 6am	47%



Take these actions to reduce your energy use during night



Programmable thermostat

Automatically turn off HVAC systems at closing time to reduce energy waste at night.



Power strips

Use a power strip to turn off multiple devices at once and save time and energy.

Subject Line, Header, Introduction, and Footer

The email subject line asks whether the customers has taken advantage of their new smart meter. Additionally, the email includes the following:

Header: The header includes the utility logo and the customer account number, which might appear masked, depending on your utility's settings.

Introduction: Below the header is the Introduction statement that typically reads as follows when included in the engagement email, "<First Name>, Let's take a look at your personalized smart meter insights!" This statement is followed by a graphic that depicts a home in a community with energy data available for viewing.

Footer: The footer includes:

- The utility's contact information, which includes the address and phone number.
- Optional text statement that can include legal information, disclaimer text, or explanations about how energy use is determined.
- A manage preferences link that enables the user to access the utility's website, where they can specify whether they want to receive communications, and who they are sent to.
- An unsubscribe link, which enables customers to easily unsubscribe from the email. This link must appear due to CAN-SPAM regulations in the US, and for similar regulations in other countries.

Time of Day Use

The Time of Day Use module is intended to:

- Identify the part of the day when the customer typically uses the most energy.
- Show each period's share as a percentage of the customer's average daily energy use.
- Highlight the highest-use period.

For example, the module may show that from 6am-12pm, a customer uses 40% of their average daily usage.

This module includes:

Header: The module opens with the heading "Energy use by time of day".

Time Period Details: The module includes 4 time periods (morning, afternoon, evening, and night) and identifies the amount of energy used during each of those periods. The highest usage period is highlighted to call the customer's attention to the period when they typically use the most energy.

Graphic: Below the time period details, a graphic of a house appears, above which an additional graphic is included that depicts the highest-use time of day.

Ways to Save

The Ways to Save module provides customers with two personalized tips to help them reduce energy use during their highest-use period. The tips are:

- Dynamic and relevant to a customer's unique needs

- Automatically selected and prioritized based on each customer's attributes and their highest-use period
- Continually refreshed with new information
- Designed to cover a wide variety of energy-saving categories

This module includes:

Header: The module begins with the header, "Take these actions to reduce your energy use during <highest use period>".

Tips: The module includes two tips. Each tip includes:

- A related graphic
- A heading to identify what the tip information is about. For example, "Power strips".
- Details about how you can use the tip to save energy. For example, the power strip tip text reads, "Use a power strip to turn off multiple devices at once and save time and energy."

Module Variations

This module varies, depending on which time period is considered the highest use period. Users receive 2 tips that correspond to their highest-usage time, as follows:

High-Use Time Period	Tip 1	Tip 2
Morning	Shower time Try cutting 1 minute off your shower time.	Making coffee Keep coffee in a thermos so it stays warm longer.
Afternoon	Cooking meals Avoid leaving the oven heating or water boiling without food cooking.	Doing laundry Wash your clothes in cold water when possible.
Evening	Sleep mode Set your computer & monitor to go into hibernation mode after a few minutes of inactivity.	Doing laundry Wash your clothes in cold water when possible.
Night	Light sensors Install sensors on your lights so they're only on when necessary.	Set a sleep timer Set a sleep timer on your TV and other electronic devices so they turn off for the night.

Smart Meter Tips

The Smart Meter Tips module encourages customers to enroll in additional AMI-related communications and programs, such as [Weekly Energy Updates](#). It provides up to three options, each with a short description and an optional link to sign up or learn more.

The module includes:

Header and Graphic: A header that reads, "Tap into insights powered by your smart meter" and is followed by a graphic of a smart meter.

Program Details: The module can include up to three programs or communication items. Each item contains:

- A graphic and heading text. For example, "Get weekly energy reports".

- Text that describes the program or communication. For example, "Receive weekly emails with personalized tips and highlights about your energy use – helping you save more, every week."
- An optional link to sign up for the program or to find more information about the program.

Customer Feedback

At the bottom of the email, utilities can insert the [Customer Feedback module](#), which is part of the Oracle Utilities Energy Efficiency Cloud Service product.

Print Introduction AMI Customer Education Report - Residential

The print Introduction Customer Education Report is the first report sent to residential customers 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 Introduction Report includes:

- Header and greeting
- Introduction module
- Smart meter FAQs


This image shows an example of the front page of the report:

UtilityCo
123 Energy Way, Austin, TX 12345-6789

0014837 0023-C104 -P14861-730805

SARAH CLARK
1000 SUNSHINE BLVD
APT. B
AUSTIN, TX 12345-6789

*****AUTO**5-DIGIT 12345




Smart Meter Education
May 20, 2022
Account #1234567890
1000 Sunshine Blvd, Apt. B
Austin, TX 12345-6789


Good news! Your smart meter upgrade makes saving easier

Your energy meter has been upgraded to a smart meter.

You can now discover more about your energy use and receive alerts.

Learn more at utility.com/smartmeters





What is a smart meter?

Smart meters wirelessly send your energy use to UtilityCo. No more manual reads or estimated bills.


Why a smart meter?

Smart meters allow us to provide more reliable service, faster responses to outage, and opportunities for renewable energy.

How is this good for me?

You now have access to more personalized data plus special programs like High Bill Alerts to help you better manage your use, which can lead to lower monthly bills.

Turn over to explore your new energy usage insights.



Header and Footer

The header appears in the top section of the front of every report and includes:

- The left side of the header contains the utility logo and the customer service address. Below this is the customer's mailing address and postal information that appears when the report is inserted into an envelope.
- The right side of the header contains the customer mailing address and customer account number.
- Below this information is a greeting statement, which reads "Good news! Your smart meter upgrade makes saving easier".

The footer on the front page of the report contains a prompt telling the customer to turn over the report. For example, "Turn over to explore your new energy usage insights." The statement is followed by an arrow.

Introduction Module

The Introduction module notifies customers that their meter has been upgraded to a smart meter, and tells them where they can go to find out more information.

The module includes:

Header: A header that reads, "Your energy meter has been upgraded to a smart meter."

Graphic: A graphic that depicts a smart meter.

Smart Meter Text: Text that tells the user where they can go to get more information. For example, "You can now discover more about your energy use and receive alerts. Learn more at <utility URL>."

Smart Meter FAQs

At the bottom of the front page, the Smart Meter FAQs module provides answers to frequently asked questions (FAQs) about smart meters. The module includes three side-by-side FAQs that help explain what smart meters are and why they are beneficial.

Each FAQ includes:

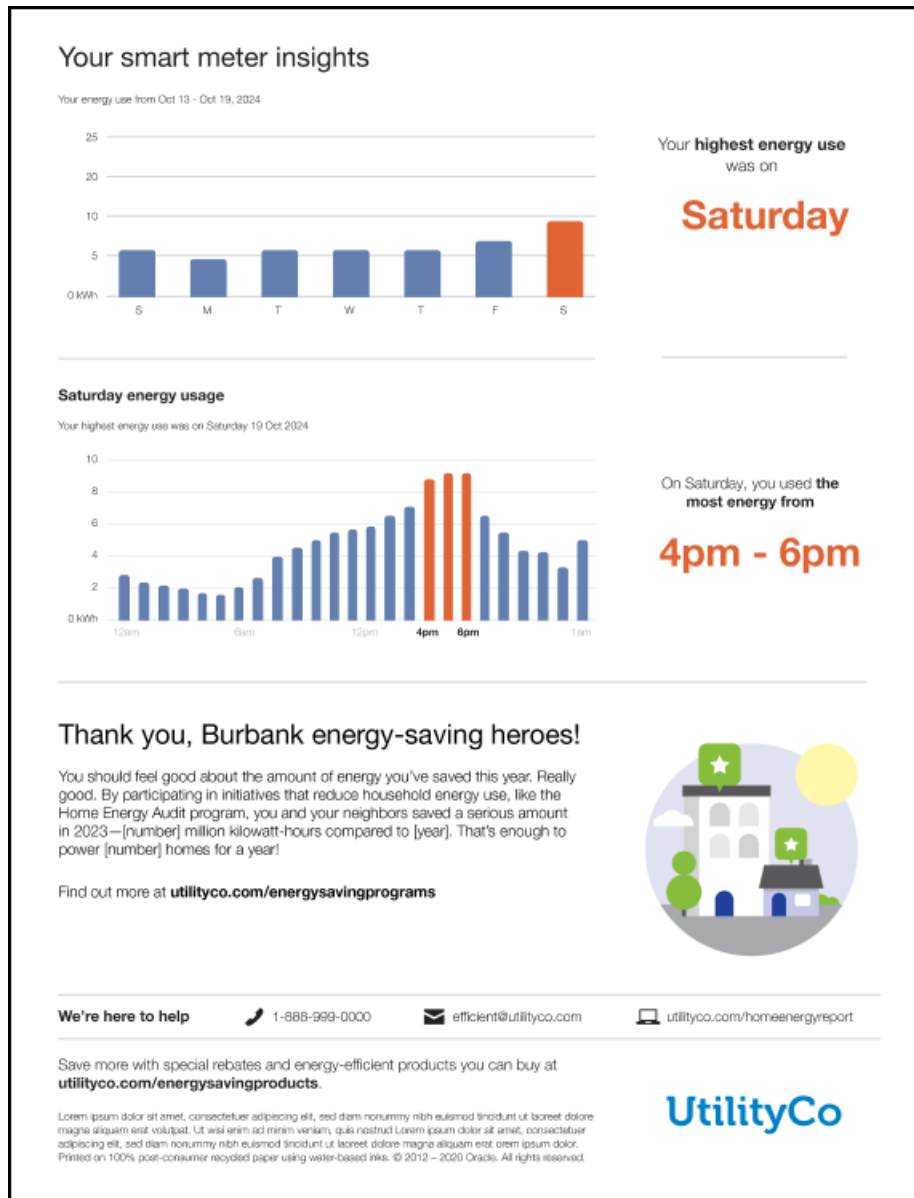
- A graphic at the top of the FAQ
- A question that appears as a header below the graphic. For example, "What is a smart meter?"
- The answer. For example, "Smart meters wirelessly send your energy use to <Utility Name>. No more manual reads or estimated bills."

Report Back

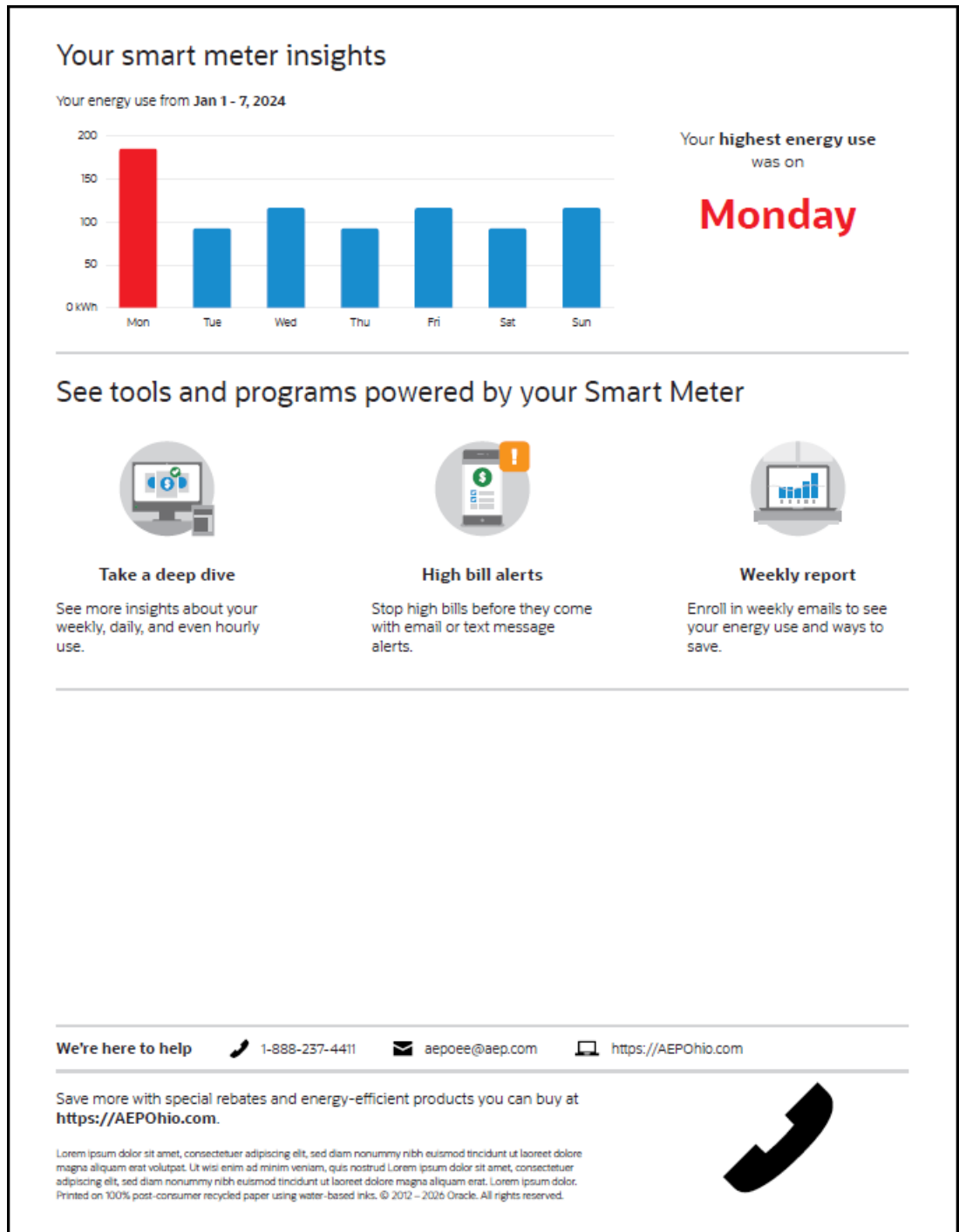
The back page of the report contains personalized smart meter insights and a URL where customers can enroll in other Oracle Utilities AMI communications. The back page is the same for both the Introduction and the Engagement report, and can include a mix of the following modules:

- Day by Day Breakdown
- Hourly Breakdown
- Smart Meter Explainer
- Space to insert a Marketing Module, if needed
- Footer

This image shows an example of the back of the report using the Day by Day Breakdown, Hourly Breakdown, and Marketing Modules.



This image shows an example of the back of the report with the Day by Day Breakdown, the Smart Meter Explainer, and no Marketing Module.



See the module details below for additional information.

Day by Day Breakdown

The Day by Day Breakdown module shows daily energy use for the past week and identifies the highest-use day. The module includes:

Date Range: The date range associated with the graph is displayed above the graph. For example, "Your energy use from Oct 13 - Oct 19, 2024."

Graph: A graph displays one bar for each day that shows kilowatt-hours (kWh) used. The highest-usage day is displayed in a different color.

Highest Usage Statement: Text specifies which day was the highest-usage day. For example, "Your highest energy use was on Saturday". The day is displayed in large letters in a contrasting color to make it easy to see at a glance.

Hourly Breakdown

The Hourly Breakdown module show a 24-hour breakdown of the customer's highest-use day from the past week, and highlights the highest-use period during that day. For example, if a customer used the most electricity on Saturday, an hourly breakdown for Saturday is shown.

The module includes:

Header: The heading identifies which day is included in the graph. For example, "Saturday energy use".

Energy Use Statement: A statement identifies the date of the highest energy use day. For example, "Your highest energy use was on Saturday 19 Oct 2024."

Graph: The graph includes a bar for each hour of the day, and uses a different color to highlight the bars that make up the highest usage period during that day.

Highest Usage Statement: Text beside the graph specifies the highest-usage period during the selected day. For example, "On Saturday, you used the most energy from 4pm - 6pm". The time period is displayed in large letters in a contrasting color to make it easy to see at a glance.

Smart Meter Explainer

The Smart Meter Explainer module introduces customers to the programs that they are now eligible for because they have a smart meter. The module includes:

Header: The module begins with the heading, "See tools and programs powered by your Smart Meter".

Deep Dive: This section of the module includes an image, the heading "Take a deep dive", and the statement, "See more insights about your weekly, daily, and even hourly use."

High Bill Alerts: This section of the module includes an image, the heading "High bill alerts", and the statement, "Stop high bills before they come with email or text message alerts."

Weekly Report: This section of the module includes an image, the heading "Weekly report", and the statement, "Enroll in weekly emails to see your energy use and ways to save."

Marketing Module

A custom marketing module can be inserted in the report to promote AMI-related tools and programs available to customers and guide them to clear next steps. For example, utilities can 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. These modules typically include both text and a graphic.

Footer

The Footer appears at the bottom of the back page of the report, and includes:

Contact Information: The statement "We're here to help" is followed by the utility's phone number, email address, and website.

Configuration Text: Use this space to include any additional text you want the reader to know, or that you need to include for legal reasons.

Logo: The utility's logo appears as the last item on the report.

Print Engagement AMI Customer Education Report - Residential

The print Engagement Customer Education Report is the second report sent to residential customers 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.

Report Front

The front page of the Engagement Report includes:

- Header and greeting
- Time of Day Designation
- Time of Day Use Highlights
- Tips
- Footer

This image shows an example of the front page of the report:

UtilityCo
123 Energy Way, Austin, TX 12345-6789

Smart Meter Education
March 20, 2021
Account #1234567890
1000 Sunshine Blvd, Apt. B
Austin, TX 12345-6789

0014837 0025-C10-1 -P14851-73905
*****AUTO**S-DIGIT 12345

SARAH CLARK
1000 SUNSHINE BLVD
APT. B
AUSTIN, TX 12345-6789

New energy insights from your smart meter!

Your **new smart meter** shows that your home consumes the most energy at night.

Your energy use by time of day

Time of Day	Percentage
Morning 6am - 12pm	24%
Afternoon 12pm - 6pm	18%
Evening 6pm - 12am	11%
Night 12am - 6am	47%

June 23 - August 23, 2024

Ways to save during the night
This low-cost tip was chosen for you based on how you use energy in your home.

Light Sensors
Install sensors on your lights so they're only on when necessary

Set a sleep timer
Set a sleep timer on your TV and other electronic devices so they turn off for the night

Want to learn more about your home's energy use? Turn over for more information. →

Header and Footer

The header appears in the top section of the front of every report and includes:

- The left side of the header contains the utility logo and the customer service address. Below this is the customer's mailing address and postal information that appears when the report is inserted into an envelope.
- The right side of the header contains the customer mailing address and customer account number.
- Below this information is a greeting statement, which reads "New energy insights from your smart meter!".

The footer on the front page of the report contains a prompt telling the customer to turn over the report. For example, "Want to learn more about your home's energy use? Turn over for more information." The statement is followed by an arrow.

Time of Day Designation

The Time of Day Designation module tells customers when they tend to use the most energy. The module includes a graphic that shows multiple houses, highlighting the customer's house, and a time of day icon above the customer's house that corresponds with their highest usage period. The module includes:

Time of Day Statement: At the top of the module, the statement tells the customer when they use the most energy. For example, "Your new smart meter shows that your home uses the most energy at night." The time period identified in this statement corresponds with the time period that is highlighted in the [Time of Day Use Highlights](#).

Graphic: A graphic appears below this statement that depicts multiple houses, highlighting the customer's house. Above the customer's house, an icon is displayed that corresponds with their highest use period. For example, if the customer uses the most energy at night, a moon icon is displayed.

Time of Day Use Highlights

The Time of Day Use Highlights 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 period is highlighted to make it easily identifiable to the reader. Below the list of time periods is the date range associated with the displayed data.

Note

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.

Tips

Next to the Time of Day Use Highlights module, the email provides tips that the customer can use to save energy. The Tips module delivers two dynamic personalized tips that are relevant to a customer's unique needs. The tips are automatically selected and prioritized based on each customer's attributes and their highest-use period, continually refreshed with new information, and designed to cover a wide variety of energy-saving categories. This module includes these components:

Header and Explanatory Statement: The module begins with the header that reads, "Ways to save during <highest use period>". Below the header, a statement reads, "This low cost tip was chosen for you based on how you use energy for your home."

Tips: The module includes two tips. Each tip includes:

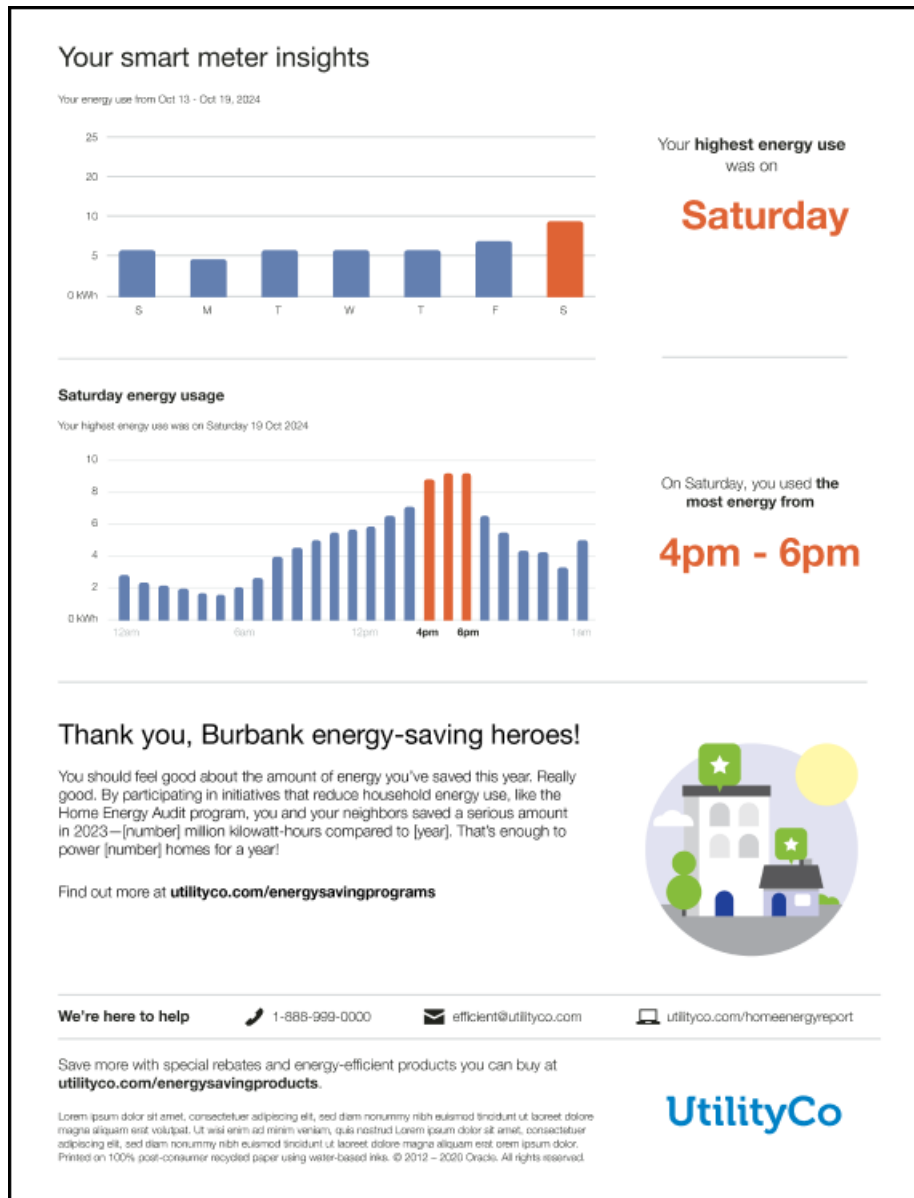
- **Header:** Each tip begins with a heading to identify what the tip information is about. For example, "Light Sensors".
- **Tip Text:** Each tip includes details about how you can use the tip to save energy. For example, the light sensors tip text reads, "Install sensors on your lights so they're only on when necessary".

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. The back page is the same for both the Introduction and the Engagement report, and can include a mix of the following modules:

- Day by Day Breakdown
- Hourly Breakdown
- Smart Meter Explainer
- Space to insert a Marketing Module, if needed
- Footer

This image shows an example of the back of the report using the Day by Day Breakdown, Hourly Breakdown, and Marketing Modules.



This image shows an example of the back of the report with the Day by Day Breakdown, the Smart Meter Explainer, and no Marketing Module.

Your smart meter insights

Your energy use from Jan 1 - 7, 2024

Day	Energy Use (kWh)
Mon	180
Tue	90
Wed	115
Thu	90
Fri	115
Sat	90
Sun	115

Your highest energy use was on **Monday**

See tools and programs powered by your Smart Meter

Take a deep dive

See more insights about your weekly, daily, and even hourly use.

High bill alerts

Stop high bills before they come with email or text message alerts.

Weekly report

Enroll in weekly emails to see your energy use and ways to save.

We're here to help 📞 1-888-237-4411 ✉ aepoee@aep.com 🌐 <https://AEPOhio.com>

Save more with special rebates and energy-efficient products you can buy at <https://AEPOhio.com>.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor. Printed on 100% post-consumer recycled paper using water-based inks. © 2012 - 2026 Oracle. All rights reserved.

See the module details below for additional information.

Day by Day Breakdown

The Day by Day Breakdown module shows daily energy use for the past week and identifies the highest-use day. The module includes:

Date Range: The date range associated with the graph is displayed above the graph. For example, "Your energy use from Oct 13 - Oct 19, 2024."

Graph: A graph displays one bar for each day that shows kilowatt-hours (kWh) used. The highest-usage day is displayed in a different color.

Highest Usage Statement: Text specifies which day was the highest-usage day. For example, "Your highest energy use was on Saturday". The day is displayed in large letters in a contrasting color to make it easy to see at a glance.

Hourly Breakdown

The Hourly Breakdown module show a 24-hour breakdown of the customer's highest-use day from the past week, and highlights the highest-use period during that day. For example, if a customer used the most electricity on Saturday, an hourly breakdown for Saturday is shown.

The module includes:

Header: The heading identifies which day is included in the graph. For example, "Saturday energy use".

Energy Use Statement: A statement identifies the date of the highest energy use day. For example, "Your highest energy use was on Saturday 19 Oct 2024."

Graph: The graph includes a bar for each hour of the day, and uses a different color to highlight the bars that make up the highest usage period during that day.

Highest Usage Statement: Text beside the graph specifies the highest-usage period during the selected day. For example, "On Saturday, you used the most energy from 4pm - 6pm". The time period is displayed in large letters in a contrasting color to make it easy to see at a glance.

Smart Meter Explainer

The Smart Meter Explainer module introduces customers to the programs that they are now eligible for because they have a smart meter. The module includes:

Header: The module begins with the heading, "See tools and programs powered by your Smart Meter".

Deep Dive: This section of the module includes an image, the heading "Take a deep dive", and the statement, "See more insights about your weekly, daily, and even hourly use."

High Bill Alerts: This section of the module includes an image, the heading "High bill alerts", and the statement, "Stop high bills before they come with email or text message alerts."

Weekly Report: This section of the module includes an image, the heading "Weekly report", and the statement, "Enroll in weekly emails to see your energy use and ways to save."

Footer

The Footer appears at the bottom of the back page of the report, and includes:

Contact Information: The statement "We're here to help" is followed by the utility's phone number, email address, and website.

Configuration Text: Use this space to include any additional text you want the reader to know, or that you need to include for legal reasons.

Logo: The utility's logo appears as the last item on the report.

Customer Experience: Business Reports

The AMI Customer Education Report program for business customers consists of a sequence of two reports:

- Introduction AMI Customer Education Report
- Engagement AMI Customer Education Report

Eligible customers receive an email version of both the Introduction and Engagement AMI Customer Education Reports as long as the customer has a valid email address.

Note

Business reports are email-only. No print reports are sent to business customers.

Email Introduction AMI Customer Education Report - Business

The email Introduction Customer Education Report is the first report business customers receive 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.

UtilityCo

Account #*****7690

Name,

Your smart meter gives your business powerful new insights into how you use energy!



Get to know your smart meter



▶ What is a smart meter?

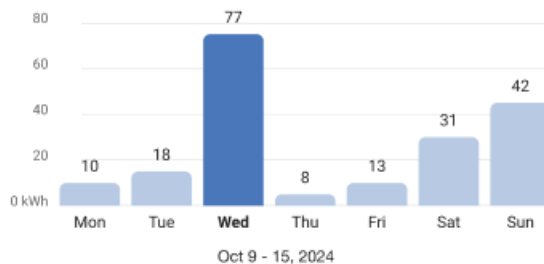
Smart meters securely send your energy data to the utility using wireless technology—no more manual readings or estimates. They let you track your usage by hour, day, or month, making it easier to set goals and manage your budget.
[Learn more.](#)

▶ Smarter insights, smarter savings

By showing when and how you use energy, smart meters help you adjust habits, reduce bills, and make more informed choices every day.

Your smart meter insights

You used the most energy on **Wednesday**



Your highest use period on Wednesday was
7am - 10am

Subject Line, Header, Introduction and Footer

The email contains the following components:

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

Header: The header includes the utility logo and the customer account number, which might appear masked, depending on your utility's settings.

Introduction: Below the header is the Introduction module that typically reads, "<Name>, Your smart meter gives you new insights into your energy use!" This statement is followed by a graphic that depicts a computer station where a customer might view their energy insights.

Footer: The footer includes:

- Utility contact information (address and phone number).
- Optional text for legal notices, disclaimers, or explanations of how energy use is calculated.
- A Manage preferences link that opens the utility's website, where customers can specify whether they want to receive communications, and who they are sent to.
- An Unsubscribe link so customers can unsubscribe from the email. This link is required to meet CAN-SPAM (US) and similar international regulations.

Smart Meter Tips

The Smart Meter Tips module introduces smart meters in plain language and explains their key benefits for customers. This module includes:

Header and Graphic: The module begins with the "Get to Know Your Smart Meter" heading, followed by a graphic of a smart meter.

What is a smart meter? statement: This section describes what a smart meter is in simple terms. The default statement reads, "Smart meters securely send your energy data to the utility using wireless technology – no more manual readings or estimates. They let you track your usage by hour, day, or month, making it easier to set goals and manage your budget." After the statement, a Learn more link is available, that directs the customer to the utility's website.

Smarter insights, smarter savings statement: This section describes how smart meter insights can help customers save money. The default statement reads, "By showing when and how you use energy, smart meters help you adjust habits, reduce bills, and make more informed choices every day."

Smart Meter Graph Insights

The Smart Meter Graph Insights module shows customers their energy use for the past week. It highlights the highest-use day and provides an hourly breakdown chart for that day.

The module includes:

Header: The header reads "Your smart meter insights", indicating that the insights come directly from the customer's meter.

Weekly breakdown: After the header, the module identifies the day with the highest energy use in the past week and displays a bar chart of daily energy use for the last 7 days. The day

with the highest usage is highlighted and the date range associated with the data is displayed below the chart.

Hourly breakdown: Next is the hourly breakdown of the day the customer used the most energy. This section identifies the period of time when the customer's usage was highest, and includes a chart that shows a bar for each hour of the day. The highest usage period is highlighted and the date associated with the data is displayed below the chart.

Explore your usage button: At the bottom of the module, customers can click the Explore your usage button to open the utility's website and view detailed usage data.

Welcome Insights

The Welcome Insights module invites customers to sign up for ongoing utility communications and explore detailed energy use tools on the utility website.

The module includes:

Graphic and Header: The module begins with a graphic of a computer screen depicting energy usage data, and includes the heading, "Track your business energy usage".

Utility Statement: This statement encourages the customer to explore their energy usage more by signing up for additional communications from the utility. For example, "Better understand how your business uses energy by viewing your energy use data and history at <utility website>."

Log In Button: At the bottom of the module, the customer can click Explore Your Energy Use more to open the utility website and manage communication preferences or view detailed usage tools.

Customer Feedback

At the bottom of the email, utilities can insert the [Customer Feedback module](#), which is part of the Oracle Utilities Energy Efficiency Cloud Service product.

Email Engagement AMI Customer Education Report - Business

The email Engagement Customer Education Report is the second report sent to business customers 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.

This image shows an example of the report:

UtilityCo

Account #*****7890

Name,
Explore personalized smart meter insights for your business!



Your energy use by time of day

	Morning 6am - 12pm	24%
	Afternoon 12pm - 6pm	18%
	Evening 6pm - 12am	11%
	Night 12am - 6am	47%



Take these actions to reduce your energy use during night



Programmable thermostat

Automatically turn off HVAC systems at closing time to reduce energy waste at night.



Power strips

Use a power strip to turn off multiple devices at once and save time and energy.

Subject Line, Header, Introduction, and Footer

The email subject line asks whether the customers has taken advantage of their new smart meter. Additionally, the email includes the following:

Header: The header includes the utility logo and the customer account number, which might appear masked, depending on your utility's settings.

Introduction: Below the header is the Introduction module that typically reads as follows in the engagement email, "<Name>, Explore personalized smart meter insights for your business!" This statement is followed by a graphic that depicts store in a community with energy insights available to view.

Footer: The footer includes:

- The utility's contact information, which includes the address and phone number.
- Optional text statement that can include legal information, disclaimer text, or explanations about how energy use is determined.
- A manage preferences link that enables the user to access the utility's website, where they can specify whether they want to receive communications, and who they are sent to.
- An unsubscribe link, which enables customers to easily unsubscribe from the email. This link must appear due to CAN-SPAM regulations in the US, and for similar regulations in other countries.

Time of Day Use

The Time of Day Use 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. The largest category of energy spending is highlighted to call attention to the customer. Components in this module include:

Header: The heading reads, "Energy use by time of day".

Time Period Details: The module displays 4 time periods (morning, afternoon, evening, and night) and identifies the amount of energy used during each period. The highest usage period is highlighted so the customer can easily identify when they typically use the most energy.

Graphic: A graphic of a business building appears at the bottom of the module. Above the building is an icon that depicts the highest-use time of day.

Ways to Save

The Ways to Save module provides business customers with two personalized tips to help them reduce energy use during their highest-use period. The tips are:

- Dynamic and relevant to a customer's unique needs
- Automatically selected and prioritized based on each customer's attributes and their highest-use period
- Continually refreshed with new information
- Designed to cover a wide variety of energy-saving categories

This module includes:

Header: The module begins with the header, "Take these actions to reduce your energy use during <highest use period>".

Tips: The module includes two tips. Each tip includes:

- A related graphic
- A heading to identify what the tip information is about. For example, "Power strips".
- Details about how you can use the tip to save energy. For example, the power strip tip text reads, "Use a power strip to turn off multiple devices at once and save time and energy."

Module Variations

This module varies, depending on which time period is considered the highest use period. Users receive 2 tips that correspond to their highest-usage time, as follows:

High-Use Time Period	Tip 1	Tip 2
Morning	Programmable thermostat Automatically turn off HVAC systems at closing time to reduce energy waste at night.	Shades for temperature control During daylight hours, close your shades in the summer and open them in the winter to reduce HVAC use.
Afternoon	Dimming controls Install dimming controls to turn down your lights and use more natural daylight.	Sleep mode Set computer monitors and screens to enter sleep mode after a few minutes of inactivity.
Evening	Sleep mode Set computer monitors and screens to enter sleep mode after a few minutes of inactivity.	Light pollution prevention Save energy by correctly mounting your lights and keeping lights off after closing time.
Night	Programmable thermostat Automatically turn off HVAC systems at closing time to reduce energy waste at night.	Power strips Use a power strip to turn off multiple devices at once and save time and energy.

Smart Meter Tips

The Smart Meter Tips module encourages customers to enroll in additional AMI-related communications and programs, such as [Weekly Energy Updates](#). It provides up to three options, each with a short description and an optional link to sign up or learn more.

The module includes:

Header and Graphic: A header that reads, "Tap into insights powered by your smart meter" and is followed by a graphic of a smart meter.

Program Details: The module can include up to three programs or communication items. Each item contains:

- A graphic and heading text. For example, "Get weekly energy reports".
- Text that describes the program or communication. For example, "Receive weekly emails with personalized tips and highlights about your energy use – helping you save more, every week."

- An optional link to sign up for the program or to find more information about the program.

Customer Feedback

At the bottom of the email, utilities can insert the [Customer Feedback module](#), which is part of the Oracle Utilities Energy Efficiency Cloud Service product.

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.

3

Inside Opower

The Load Shifting Cloud Service, Electric Vehicle 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.

4

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.

5

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](#).