

Oracle Utilities Opower Behavioral Demand Response

Behavioral Demand Response Configuration Guide



E84739-23
June 2026



Copyright © 2026, Oracle and/or its affiliates.

This software and related documentation are provided under a license agreement containing restrictions on use and disclosure and are protected by intellectual property laws. Except as expressly permitted in your license agreement or allowed by law, you may not use, copy, reproduce, translate, broadcast, modify, license, transmit, distribute, exhibit, perform, publish, or display any part, in any form, or by any means. Reverse engineering, disassembly, or decompilation of this software, unless required by law for interoperability, is prohibited.

The information contained herein is subject to change without notice and is not warranted to be error-free. If you find any errors, please report them to us in writing.

If this is software, software documentation, data (as defined in the Federal Acquisition Regulation), or related documentation that is delivered to the U.S. Government or anyone licensing it on behalf of the U.S. Government, then the following notice is applicable:

U.S. GOVERNMENT END USERS: Oracle programs (including any operating system, integrated software, any programs embedded, installed, or activated on delivered hardware, and modifications of such programs) and Oracle computer documentation or other Oracle data delivered to or accessed by U.S. Government end users are "commercial computer software," "commercial computer software documentation," or "limited rights data" pursuant to the applicable Federal Acquisition Regulation and agency-specific supplemental regulations. As such, the use, reproduction, duplication, release, display, disclosure, modification, preparation of derivative works, and/or adaptation of i) Oracle programs (including any operating system, integrated software, any programs embedded, installed, or activated on delivered hardware, and modifications of such programs), ii) Oracle computer documentation and/or iii) other Oracle data, is subject to the rights and limitations specified in the license contained in the applicable contract. The terms governing the U.S. Government's use of Oracle cloud services are defined by the applicable contract for such services. No other rights are granted to the U.S. Government.

This software or hardware is developed for general use in a variety of information management applications. It is not developed or intended for use in any inherently dangerous applications, including applications that may create a risk of personal injury. If you use this software or hardware in dangerous applications, then you shall be responsible to take all appropriate fail-safe, backup, redundancy, and other measures to ensure its safe use. Oracle Corporation and its affiliates disclaim any liability for any damages caused by use of this software or hardware in dangerous applications.

Oracle®, Java, MySQL, and NetSuite are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Inside are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Epyc, and the AMD logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group.

This software or hardware and documentation may provide access to or information about content, products, and services from third parties. Oracle Corporation and its affiliates are not responsible for and expressly disclaim all warranties of any kind with respect to third-party content, products, and services unless otherwise set forth in an applicable agreement between you and Oracle. Oracle Corporation and its affiliates will not be responsible for any loss, costs, or damages incurred due to your access to or use of third-party content, products, or services, except as set forth in an applicable agreement between you and Oracle.

For information about Oracle's commitment to accessibility, visit the Oracle Accessibility Program website at <http://www.oracle.com/pls/topic/lookup?ctx=acc&id=docacc>.

Oracle customer access to and use of Oracle support services will be pursuant to the terms and conditions specified in their Oracle order for the applicable services.

Contents

1	Oracle Utilities Opower Behavioral Demand Response Cloud Service Configuration Guide	
2	Getting Started	
	Product Overview	1
	Disclaimer	1
3	Design and Configuration	
	Pre-Season Welcome Letter	1
	Example	1
	Configuration Options	3
	User Experience Variations	3
	Gas Fuel	4
	Pre-Event Email	4
	Example	4
	Configuration Options	5
	User Experience Variations	6
	Neighbor Comparison Experience	6
	Multi-Day Variation	7
	Non-AMI Gas Experience	7
	Post-Event Email	7
	Example	7
	Configuration Options	8
	User Experience Variations	10
	Neighbor Rank Experience	10
	Non-AMI Gas Experience	11
	Pre-season Summer Welcome Email	11
	Subject Line, Header, and Footer	13
	Subject Line	13
	Header	13
	Footer	13
	Introduction Module	14

Example	14
Configuration Options	14
User Experience Variations	14
Welcome Module	15
Example	15
Configuration Options	15
User Experience Variations	16
Numbered Steps	16
Example	16
Configuration Options	17
User Experience Variations	18
Alerts Call to Action Module	18
Example	18
Configuration Options	19
User Experience Variations	19
Social Proof Module	20
Example	20
Configuration Options	20
User Experience Variations	21
Checklist Module	21
Example	21
Configuration Options	23
User Experience Variations	23
Voice Channel Communications	23
Samples	23
Configuration Options	24
SMS Channel Communications	25
Samples	26
Configuration Options	26

4 Frequently-Asked Questions (FAQs)

5 Next Steps

6 Contact Your Delivery Team

1

Oracle Utilities Opower Behavioral Demand Response Cloud Service Configuration Guide

Welcome to the Oracle Utilities Opower Behavioral Demand Response Cloud Service Configuration Guide. Use this information to learn about the product configurations available for your program. Have a question? [Contact Your Delivery Team](#) or visit [My Oracle Support](#).

Quick Links

- [#unique_14](#)Getting Started
- [#unique_15](#)Design and Configuration
- [#unique_16](#)Frequently-Asked Questions
- [Next Steps](#) Next Steps
- [#unique_17](#)Contact Your Delivery Team

2

Getting Started

This guide is used during the Oracle Utilities Opower launch process to provide product design information, collect utility configuration preferences for the products being launched, and track the finalization of these preferences. The preferences are then used to set up your Oracle Utilities Opower products and platform.

This guide focuses on configuration preferences for the Oracle Utilities Opower Behavioral Demand Response program.

Note

This HTML documentation is for reference only. Your Delivery Team will give you a PDF or DOCX version of the document to capture your inputs. Once submitted to Oracle Utilities, all utility inputs recorded in the configuration guides are final and cannot be modified. Ensure that all configuration inputs are accurate before submitting them.

Product Overview

The Behavioral Demand Response Cloud Service uses digital communications and behavioral science messaging to encourage residential customers to reduce energy consumption during peak events.

Peak events are days in which the demand for energy exceeds a utility's capacity to supply it. These days often occur during extreme cold or hot weather conditions, when the demand for energy is high. To reduce energy use on these days, customers enrolled in the Behavioral Demand Response program receive a variety of resources designed to motivate them to be energy-efficient. These resources include pre-season welcome letter or email, pre- and post-event emails, and pre- and post-event voice and text messages when applicable.

Disclaimer

Your utility might not have all of the products or features described in this document. [Contact Your Delivery Team](#) if you have any questions.

3

Design and Configuration

The Oracle Utilities Opower platform allows for product configurations and customizations to meet the needs of each utility. A *configuration* is a simple change that can be made with no coding required. There are required configurations and optional configurations. A *customization* is a change that requires more in-depth technical work, design, or coding to alter the appearance or behavior of the product, or to create something new within the product.

This guide only provides a summary of configuration options. Customization options may be available for your program at cost as an Oracle Utilities Opower professional service offering. Ask your Delivery Team how customization options could enhance your program.

If an element is not listed as a configuration, you should assume that it cannot be configured and would require a customization. [Contact Your Delivery Team](#) if you have questions about this process or would like to make a customization request.

Also be aware that making significant changes to the features in this cloud service, either through configurations or customizations, could impact the effectiveness of your program.

Pre-Season Welcome Letter

The pre-season welcome letter is a print welcome communication sent to customers to introduce them to the Behavioral Demand Response Cloud Service before their first peak event notification is sent. The letter is designed to prepare customers for upcoming peak events and motivate them to save energy; it explains what peak events are, notifies customers of upcoming notifications, and generates enthusiasm about energy savings. Content appears on both the front and back of the welcome letter.

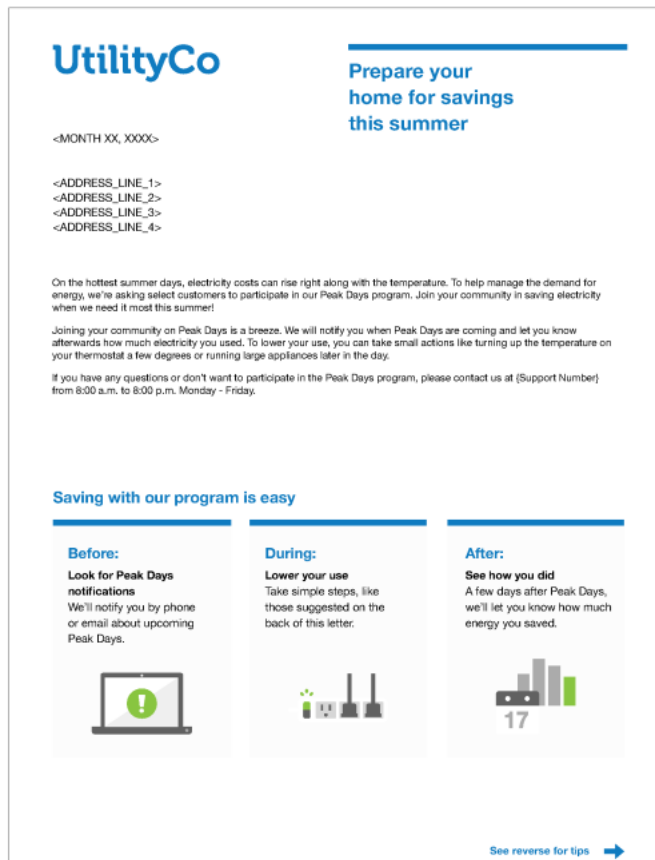
Note

Channel fees apply to all print communications. See the Behavioral Demand Response Overview Guide for more information.

Example

The following images are examples of the front and back of the pre-season welcome letter for an electric customer during a hot-weather event. This letter can also be used to introduce the program and ways to save on peak days for electric and gas customers in cold-weather events.

This is how the front page looks:



And the following is an example of the back of the letter:



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Table 3-1 Configuration Options for the Pre-Season Welcome Letter

Configuration Options	Input Value
Utility Logo. The CMYK and RGB versions of the utility logo as an .ai file type.	Required. Provide the utility logo in the Oracle Utilities Opower Platform Configuration Guide Oracle Utilities Opower Platform Configuration Guide.
Behavioral Demand Response Customer Service Contact Information. Provide the customer service phone number and email address that customers can contact with questions related to the Behavioral Demand Response program. This may be different from the customer service information provided in the Oracle Utilities Opower Platform Configuration Guide. Example: Phone: (555)-555-5555 Email: peakdays@utilityco.com	Required. Phone: Email:
Welcome Letter – Contact Information. If there is customer service contact information specific to the Behavioral Demand Response program, this paragraph can be included on the Welcome letter: “If you have questions or would like to learn more about this program, please call us at (800) 555-1234 or visit UtilityCo.com/peakdays.” Default: By default, the paragraph is not included in the welcome letter.	Optional. Choose one of the following: Use the default option. Include the paragraph in the welcome letter.
Behavioral Demand Response Web Resources. Provide the link to a Behavioral Demand Response-specific page on the utility’s website. Example: utilityco.com/peakdays	Required. URL:
Welcome Letter – Web Resources. The following default paragraph on the Behavioral Demand Response Welcome letter can be altered depending on if the URL provided directs customers to a page specific to the Behavioral Demand Response program or a generic tips page. Default: “To learn more about peak days and find even more ways to save, visit UtilityCo.com/peakdays”	Optional. Choose one of the following: Use the default option. Include the following paragraph in the welcome letter:

User Experience Variations

The user experience varies for customers depending upon their service types, available data, costs, and locale. Note that the following list indicates the primary user experience variations, not all possible variations.

Gas Fuel

For gas-only customers, the Welcome Letter includes language, illustrations, and tips that are related to gas. For example, the introductory paragraph talks about how gas costs are high during cold-weather season, and the tips are related to energy efficient actions that are more typical of such season.

Pre-Event Email

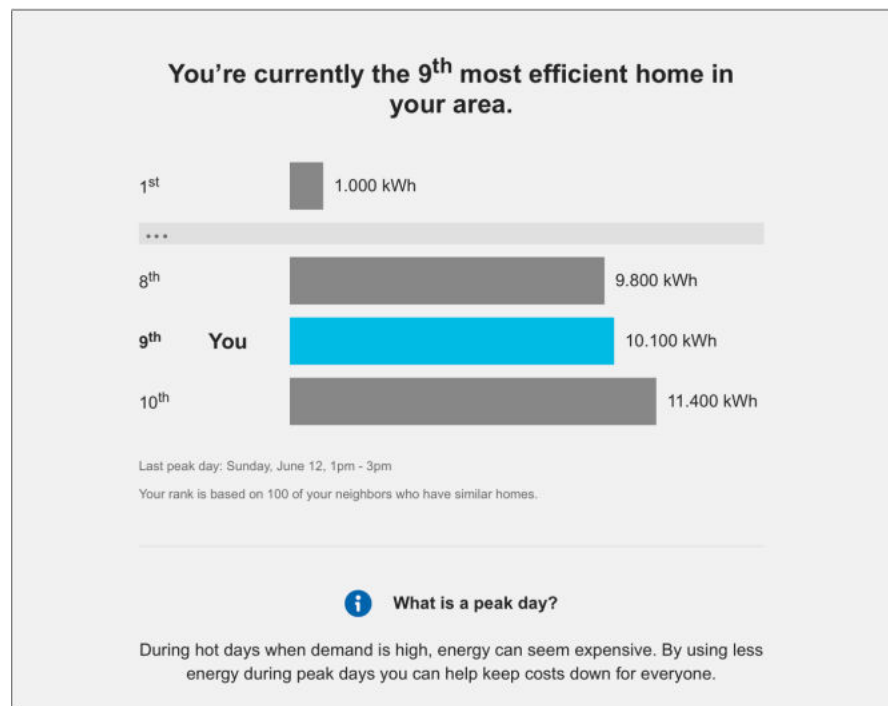
The pre-event email is a short message that tells customers when a peak event is going to occur. It displays user-friendly graphics and insights to motivate participation and behavior change. The email has a different appearance depending on which user experience variation the customer receives.

Note

If multiple consecutive peak days are called, pre-event emails and voice messages will reflect that a customer is in a multi-day event period.

Example

The following image is an example of the neighbor rank graph within the pre-event email sent to customers who receive the neighbor rank experience for hot-weather events. You can also use this email for cold-weather events, and include a peak day definition and actionable tips related to cold weather.



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Table 3-2 Configuration Options for the Pre-Event Email

Configuration Option	Input Value
Utility Logo: The CMYK and RGB versions of the utility logo as an .ai file type.	Required. Provide the utility logo in the Oracle Utilities Opower Platform Configuration Guide.
Account Number Format: The number of digits displayed in the customer account number can be altered. Default: Four digits are shown in the account number.	Required. Provide the account number format in the Oracle Utilities Opower Platform Configuration Guide.
Checkmark Icon (Not Depicted): The checkmark icon shown in the neighbor comparison can be altered.	Optional. Provide the PNG file name of the desired icon.
 Note The icon must be the same color as the “Efficient Neighbors” bar color.	
Bar Colors: The colors of the bars in the neighbor comparison graph can be configured to match utility branding guidelines.	Required. Provide the utility branding guidelines in the Oracle Utilities Opower Platform Configuration Guide.
Peak Day Definition: The definition of a peak day that appears in Behavioral Demand Response emails can be altered. Oracle Utilities has optimized and user tested the default definition. Changing the default definition is not recommended. Summer Default: “During hot days when demand is high, energy can seem expensive. By using less energy during peak days you can help keep costs down for everyone.” Winter Default: “During cold days when demand is high, energy can seem expensive. By using less energy during peak days you can help keep costs down for everyone.”	Optional. Choose one of the following: Use the default option. Use the following peak day definition:
Tip Content: Oracle Utilities provides a set of Behavioral Demand Response tips that can be dynamically placed within email communications and web content. The utility can review and edit all tip content. Default: Varies by tip.	Optional. Talk to your Service Delivery Manager for tip editing options.
Link Color (Not Depicted): The color of links in Behavioral Demand Response emails can be configured to match utility branding guidelines.	Required. Provide the utility branding guidelines in the Oracle Utilities Opower Platform Configuration Guide.

Table 3-2 (Cont.) Configuration Options for the Pre-Event Email

Configuration Option	Input Value
From / Reply-To Email Address (Not Depicted): Provide the email address that should appear in the “From” line of Behavioral Demand Response emails. Example: peakdays@utilityco.com	Required. Provide email address.

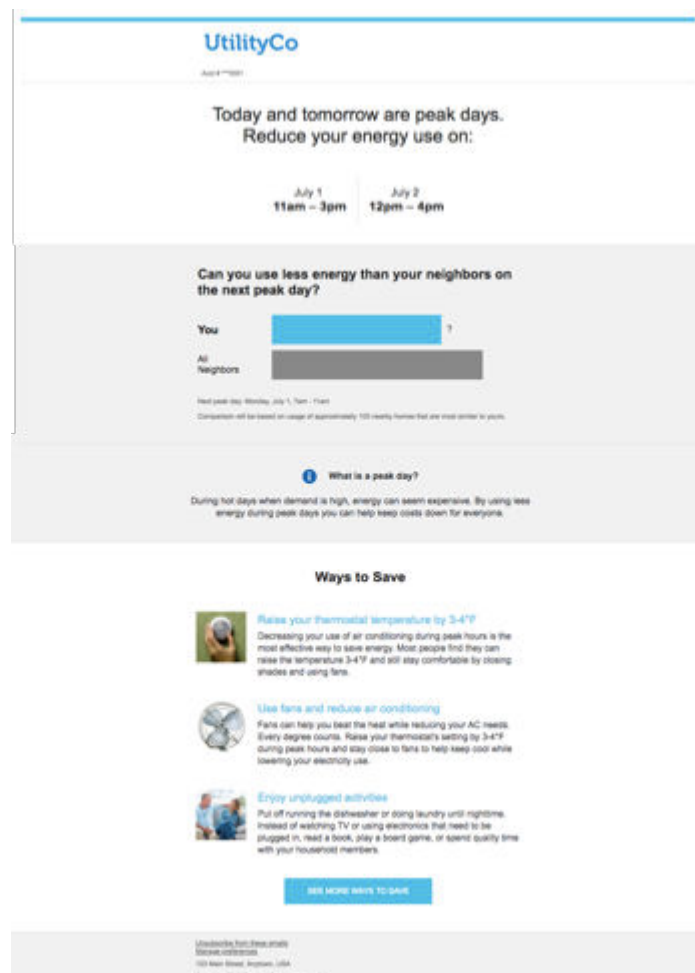
User Experience Variations

The user experience varies for customers depending upon their service types, available data, costs, and locale. Note that the following list indicates the primary user experience variations, not all possible variations.

Neighbor Comparison Experience

The pre-event email can use a neighbor comparison variation to motivate energy efficient behavior during the peak event. The neighbor comparison variation shows the customer their energy usage during peak hours compared with the same usage for average and efficient homes with similar characteristics.

The following image is an example of the neighbor comparison module:



Multi-Day Variation

If a peak event spans across multiple days, the following message is an example of what will appear at the top of the Behavioral Demand Response pre-event email during the summer months. It can also be used to show multi-day variation during the winter:

Non-AMI Gas Experience

When customers receive the non-AMI gas experience, both the pre-event and post-event emails use static content to invite customers to participate in a peak event. However, due to the absence of AMI data, the non-AMI experience does not include a neighbor comparison, nor a neighbor rank.

Post-Event Email

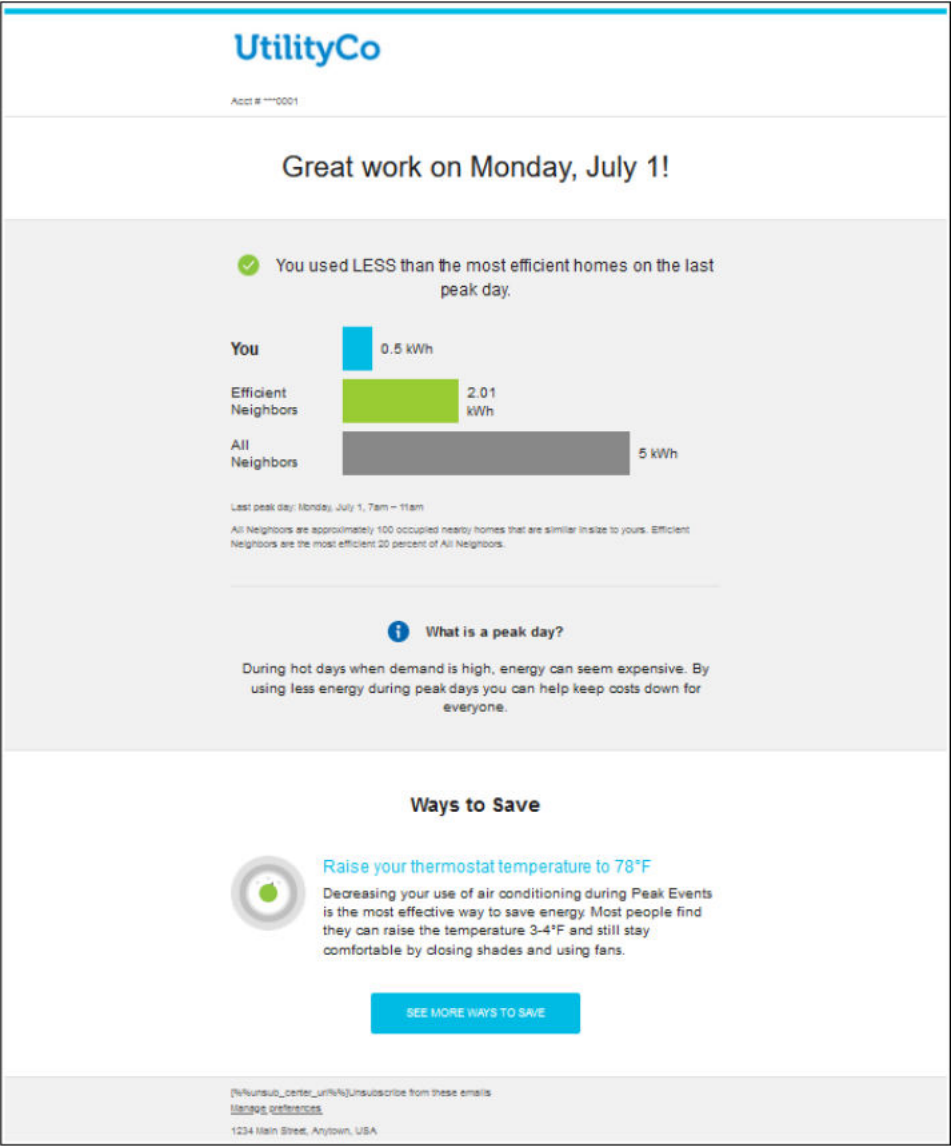
The post-event email shows customers how well they performed on their last peak day relative to other similar homes and may include ways to save more energy on subsequent peak events. The email has a different appearance depending on which user experience variation the customer receives.

Note

If multiple peak days occur in close proximity to another, the customer results will be reported as they become available.

Example

The following is an example of a post-event email for customers receiving the neighbor comparison experience during the hot-weather season:



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Table 3-3 Configuration Options for the Post-Event Email

Configuration Option	Input Value
Utility Logo. The CMYK and RGB versions of the utility logo as an .ai file type.	Required. Provide the utility logo in the Oracle Utilities Opower Platform Configuration Guide Oracle Utilities Opower Platform Configuration Guide.
Account Number Format. The number of digits displayed in the customer account number can be altered. Default: Four digits are shown in the account number.	Required. Provide the account number format in the Oracle Utilities Opower Platform Configuration Guide Oracle Utilities Opower Platform Configuration Guide.

Table 3-3 (Cont.) Configuration Options for the Post-Event Email

Configuration Option	Input Value
Checkmark Icon. The checkmark icon shown in the Neighbor Comparison can be altered.	Optional. Provide the PNG file name of the desired icon. The icon must be the same color as the “Efficient Neighbors” bar color.
Bar Colors. The colors of the bars in the graph can be configured to match utility branding guidelines.	Required. Provide the utility branding guidelines in the Oracle Utilities Opower Platform Configuration Guide
Neighbors Versus Similar Homes Terminology: “Neighbors” terminology can be replaced by “Similar Homes” terminology. Default: Neighbors terminology is used.	Optional. Choose one of the following: • Use the default option. • Use similar homes terminology.
Peak Day Definition. The definition of a peak day that appears in Behavioral Demand Response emails can be altered. Hot-Weather Default: “During hot days when demand is high, energy can seem expensive. By using less energy during peak days you can help keep costs down for everyone.” Cold-Weather Default: “During cold days when demand is high, energy can seem expensive. By using less energy during peak days you can help keep costs down for everyone.”	Optional. Choose one of the following: • Use the default option. • Use the following peak day definition: [definition]
 Note Oracle Utilities has optimized and user-tested the default definition. Changing the default definition is not recommended.	
Tip Content. Oracle Utilities provides a set of Behavioral Demand Response tips that can be dynamically placed within email communications and web content. The utility can review and edit all tip content. Default varies by tip.	Optional. Talk to your Service Delivery Manager for tip editing options.
Link Color. The color of links in Behavioral Demand Response emails can be configured to match utility branding guidelines.	Required. Provide the utility branding guidelines in the Oracle Utilities Opower Platform Configuration Guide.
From / Reply-To Email Address. Provide the email address that should appear in the “From” line of Behavioral Demand Response emails. Example: peakdays@utilityco.com	Required. Provide email address.
Specific Savings Hours. Hours of the day during which the Behavioral Demand Response program effect will be measured. These are the hours during which customers should be most focused on saving energy.	Required. Indicate time zone. Example: 9:00 AM – 5:00 PM PT

Table 3-3 (Cont.) Configuration Options for the Post-Event Email

Configuration Option	Input Value
Seasonal Summary Module. The Seasonal Summary module will display in post-event emails after the second peak event. Default Header: How you're doing this season. Default Disclaimer: Peak event lengths can vary, which can have an impact on total energy use.	Required. Note Messages vary based on how the customer ranked after a peak event. For example, if there is no rank change from the previous peak day, the customer will see: "This peak day you used the same as the previous peak day."

User Experience Variations

The user experience varies for customers depending upon their service types, available data, costs, and locale.

Note

The following are the primary user experience variations, not all possible variations.

Neighbor Rank Experience

The post-event email can vary if customers receive the Neighbor Rank experience. The neighbor rank compares a customer's energy use to that of approximately 100 neighbors with similar homes, and then displays the customer's numerical rank out of those neighbors based on how much energy they used during the last peak event.

The following example is a Neighbor Rank summer experience. During the cold-weather season, you can use this email to show the Neighbor Rank cold season experience.



For additional information about how the neighbor comparison user experience can vary, see the Neighbor Comparison Variation section in [Pre-Event Email](#).

Non-AMI Gas Experience

The post-event email varies for customers whom receive the non-AMI gas experience. In such cases, post-event emails use static content to invite customers to participate in a peak event, but due to the absence of AMI data, the non-AMI experience does not include a neighbor comparison or neighbor rank module.

Pre-season Summer Welcome Email

The Pre-season Summer Welcome email is a short welcome message sent to customers in the mid-April to early May time frame, before any peak events are called by utilities. This communication prompts customers to save electricity on the hottest days of summer and displays user-friendly graphics and information to motivate participation.

Example

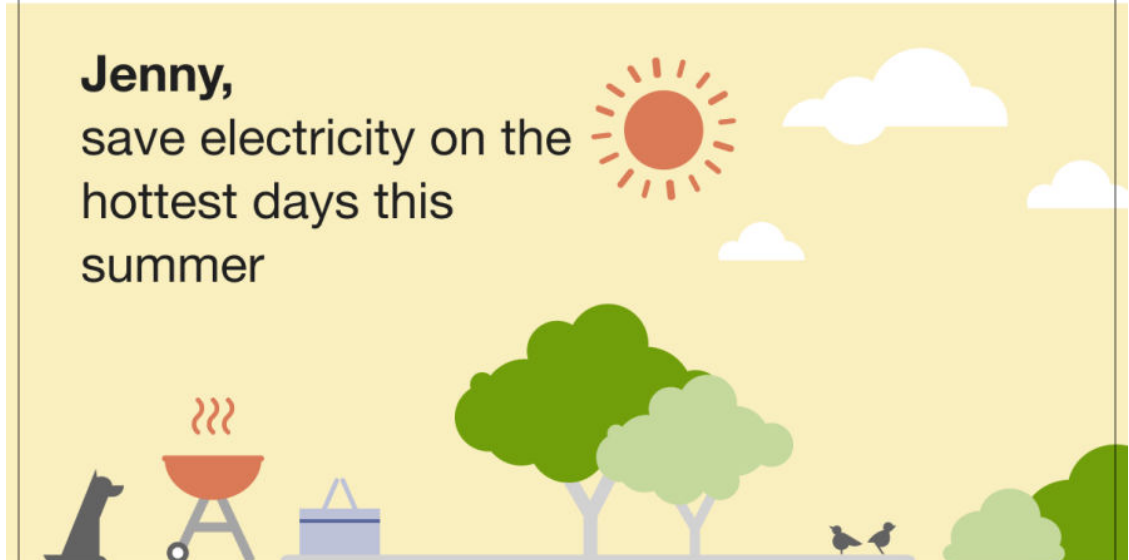
The Pre-Season Summer Welcome email is a short welcome message sent to customers in the mid-April to early May time frame, before any peak events are called by utilities. This communication prompts customers to save electricity on the hottest days of summer and displays user-friendly graphics and information to motivate participation.

The following is an example of the Pre-Season Summer Welcome email:

UtilityCo

Account #*****7890

Jenny,
save electricity on the
hottest days this
summer



Welcome to Program Name

When it's **unusually hot outside**, the electricity needed to cool our homes puts a strain on the grid, which can lead to **power outages**.

That's why we're asking you to participate in Program Name, which are **events that last just a few hours** on designated days.

By taking simple steps to **lower your electricity use** you'll help keep everyone's electricity going!

How it works

1

Before an event

We'll notify you by email about the upcoming event.

You can also [sign up for texts](#).

Modules

The Pre-season Summer Welcome email includes the following modules:

- [Subject Line, Header, and Footer](#)
- [Introduction](#)
- [Welcome](#)
- [Numbered Steps](#)
- [Alerts Call to Action](#)
- [Social Proof Module](#)
- [Checklist](#)

Subject Line, Header, and Footer

The subject line and header are used to engage the customer and brand the communication, while the footer contains basic information, such as the utility's logo and contact information, customer information, and an unsubscribe link.

Subject Line

The default subject line varies depending on whether the customer receives a pre- or post-event message, and if the event is today or tomorrow, or today *and* tomorrow.

- **Pre-Event Email Subject Line:** Peak energy day: Tomorrow, <Month> <Day>
 - **Pre-Season Summer Welcome Email Subject Line:** <Customer First and Last Name>: Join your community in saving electricity this summer!
- **Post-Event Email Subject Line:** <First Name> <Last Name>, your <Month> <Day> peak energy results are here.

Header

The header contains a link to a HTML version of the email that opens in the user's browser. The header also includes:

- A logo provided by the utility.
- The customer's utility account number. For security purposes, four characters in the account number are shown, and the rest of the numbers are replaced with asterisks (*).

Footer

The footer includes information that provides more context about the BDR message.

- An unsubscribe link.
Warning: If customers click **Unsubscribe** in the email and then click to **unsubscribe from all emails**, this action is permanent, and they will not be able to opt back in. If they click to opt out of Behavioral Demand Response emails only, then they can opt back into them at a later time.
- The utility's contact information.
- An Oracle copyright statement.

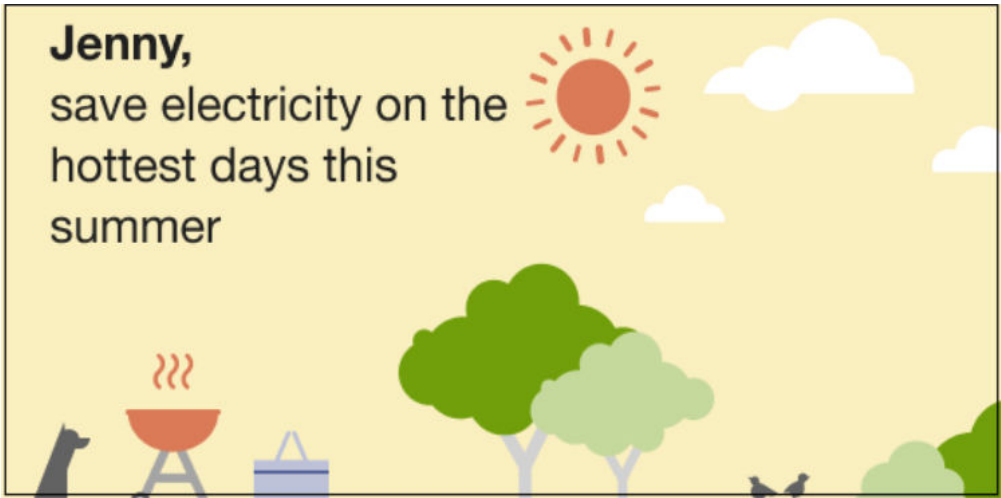
Introduction Module

The Introduction module is a personalized message which includes the customer's first name, brief text encouraging the customer to save energy in the upcoming season, and a seasonal image.

Usually, the module appears at the top of the Pre-season Summer Welcome Email, after the [Header](#) module, and before the [Welcome](#) module.

Example

The following is an example of the Introduction module for the Pre-Season Summer Welcome Email:



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
Header The utility may customize the prompt message for their customers. Default: By default, the header includes a comma on the first line, followed by the message 'save electricity on the hottest days this summer'.	Optional - Use the default option. Contact Your Delivery Team about selecting an alternative.

User Experience Variations

There are no user experience variations applicable to the Introduction module for the Pre-Season Summer Welcome Email.

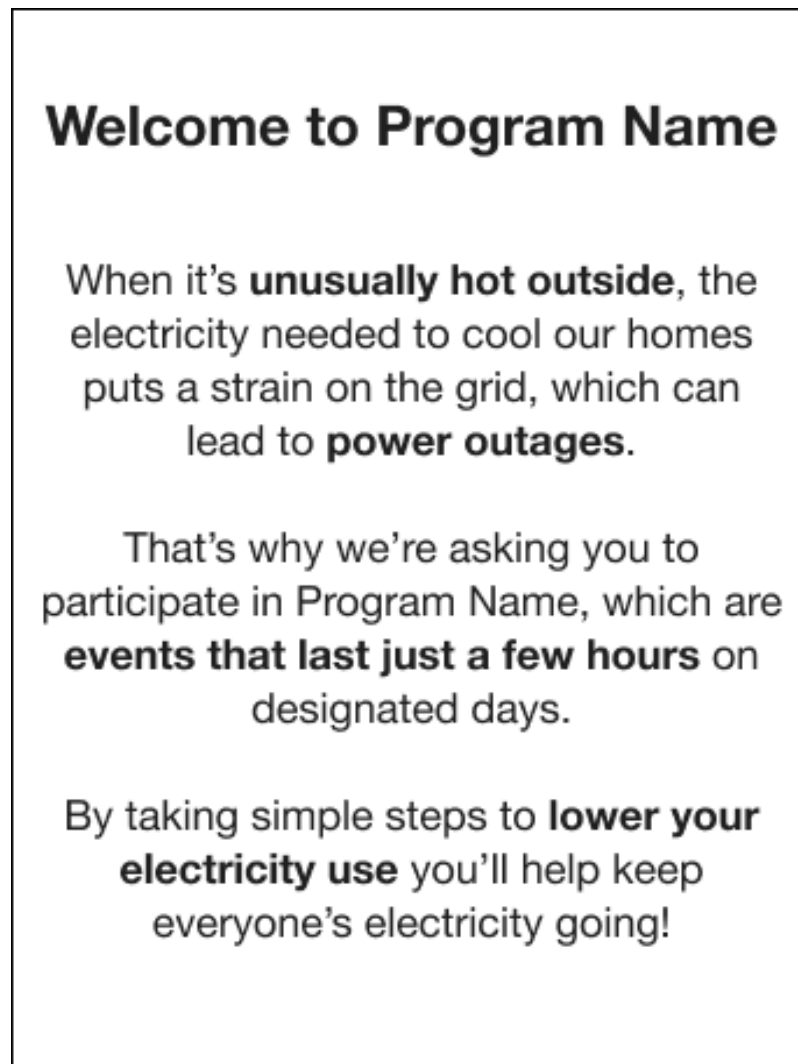
Welcome Module

The Welcome module welcomes the customer to the program. It includes details about the program, such as when and why it is happening, how to participate, and the benefits of participating.

Typically, the module is placed after the [Introduction](#) module, and before the [Numbered Steps](#) module.

Example

The following is an example of the Welcome module for the Pre-Season Summer Welcome email:



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
Header The utility may customize the text to welcome the customer to the program. Default: 'Welcome to [Program Name]'	Optional - Use the default option. Contact Your Delivery Team about selecting an alternative.
Program Name The utility provides the program's name.	Required Contact Your Delivery Team about setting the program's name.
Subheader The utility may customize the text to present and talk about the program. Default: 'When it's unusually hot outside, the electricity needed to cool our homes puts a strain on the grid, which can lead to power outages. That's why we're asking you to participate in [Program Name], which are events that last just a few hours on designated days. By taking simple steps to lower your electricity use you'll help keep everyone's electricity going!'	Optional - Use the default option. Contact Your Delivery Team about selecting an alternative.

User Experience Variations

There are no supported user experience variations applicable to the Welcome module for the Pre-Season Summer Welcome Email.

Numbered Steps

The Numbered Steps module sets the customer's expectations for how peak events work by presenting it in three steps: before, during, and after the event. The module also provides the customer with opportunities to learn more about the event or sign up for additional alerts. The module is located after the [Welcome](#) module, and before the [Alerts Call to Action](#) module.

Example

The following is an example of the Numbered Steps module for the Pre-Season Summer Welcome email:

How it works

1

Before an event

We'll notify you by email about the upcoming event.

2

During an event

Take actions like adjusting your thermostat by a few degrees or delaying use of large appliances to reduce your electricity use.

3

After an event

We'll let you know how you did with saving electricity.

Learn more

Configuration Options

For each element listed below, indicate the desired input value. If you do not provide an input for optional configurations, the default will be used.

Configuration Option	Input Value
Call to Action URL The utility provides the URL for their notifications preferences page.	Required Contact Your Delivery Team about setting the utility's notifications preferences page.

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, costs, locale, and other factors.

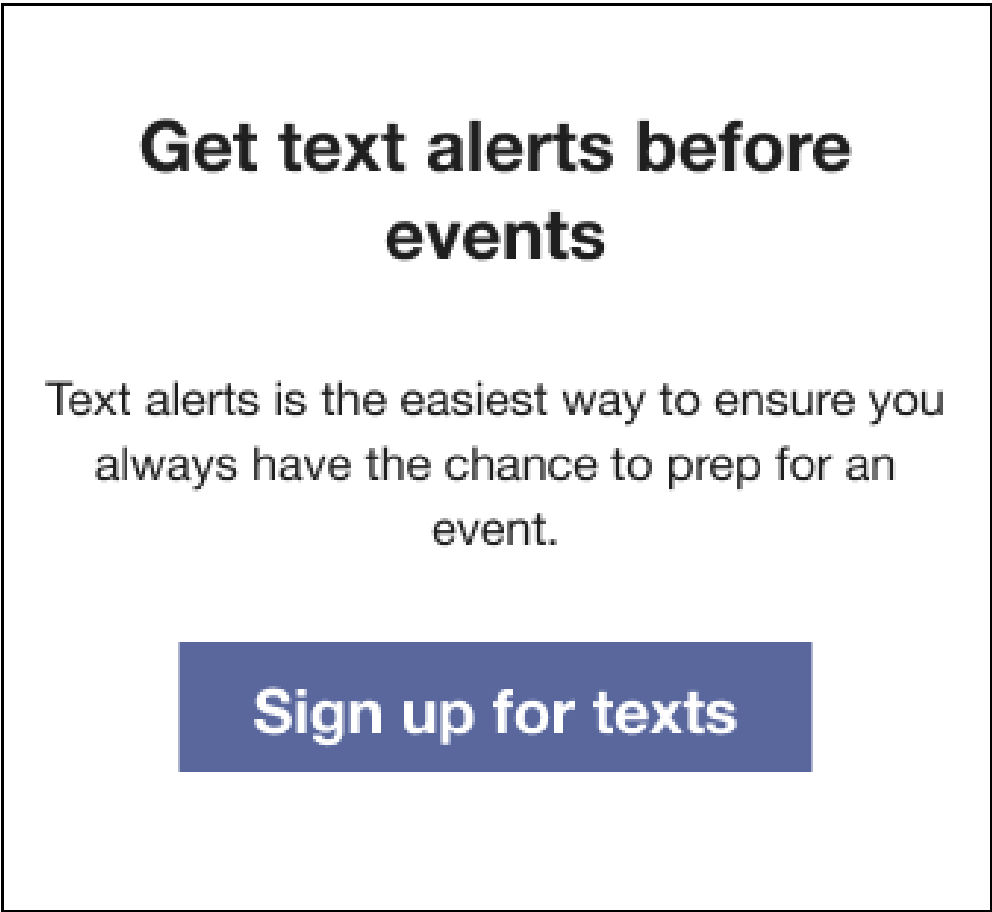
For more information, see the Pre-season Summer Welcome Email description in the Behavioral Demand Response Cloud Service Overview guide, or go to the [Numbered Steps Variations](#) User Experience Variations section.

Alerts Call to Action Module

The Alerts Call to Action module encourages customers to sign up for additional alerts over text or voice channels, so that they are less likely to miss an event. The module is placed after the Numbered Steps module, and before the Social Proof module.

Example

The following is an example of the Alerts Call to Action module for the Pre-Season Summer Welcome email:



Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Table 3-4 Configuration Options for Alerts CTA

Configuration Option	Input Value
Call to Action URL. The utility provides the URL for their notifications preferences page.	Required. Contact your delivery team Contact your Delivery Team about setting the utility's notifications preferences page.

User Experience Variations

The user experience of the feature may vary for customers and utilities depending on their service types (gas, electricity, dual fuel, and so on), available data, costs, locale, and other factors. The customer can be prompted to sign up for either texts or phone calls, depending on what channels the utility supports and if they have opt-in policies or are auto-enrolled.

For more information, see the Pre-season Summer Welcome Email description in the Behavioral Demand Response Cloud Service Overview and go to the [Alerts CTA Variations](#) User Experience Variations section.

Social Proof Module

The Social Proof module encourages customers to engage with their program by citing the number of customers who participated in the program the previous summer. The goal of the module is to normalize participation. The module is placed after the Alerts Call to Action module, and before the Checklist module.

①

Note

This module is only available to customers as part of the Behavioral Demand Response Pre-Season Summer Welcome Email.

Example

The following is an example of the Social Proof module for the Pre-Season Welcome email:

Join your community

296,000

UtilityCo customers were a part of the
Program Name program last summer

Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Table 3-5 Configuration Options for Social Proof module

Configuration Options	Input Value
Social Proof Number. The utility provides the number of emails sent for the previous summer's program. Default: List the default setting. For example, 'By default, the categories are drawn from the customer's top three energy use categories'.	Required. Contact your delivery team Contact your Delivery Team about setting the program's name.
Social Proof Details. The utility may customize the social proof message. Default: '[UtilityCo] customers were a part of the [Program Name] program last summer'.	Optional. Use the default option. Contact your delivery team Contact your Delivery Team about selecting an alternative.
Program Name. The utility provides the program's name.	Required. Contact your delivery team Contact your Delivery Team about setting the program's name.

User Experience Variations

If the utility did not run a Behavioral Demand Response program last summer, then the Social Proof module will not be shown in the Pre-Season Summer Welcome Email.

Checklist Module

The Checklist module helps the customer plan ahead for the upcoming summer season of peak events by providing preparatory tips as opposed to the participatory tips that they will receive during actual events. The module is placed after the [Social Proof Module](#) module and before the [Footer](#).

Example

The following is an example of the Checklist module for the Pre-Season Summer Welcome Email:

Have a plan for this summer



Prepare and discuss

Think now about what electric appliances you can delay the use of during events, and be sure to tell everyone in your home about it.



Schedule AC maintenance

Stay on top of air conditioner tune-ups to make sure you don't waste electricity during events and throughout the whole summer.

Configuration Options

There are no supported configuration options for this module.

User Experience Variations

There are no user experience variations applicable to the Checklist module for the Pre-Season Summer Welcome Email.

Voice Channel Communications

The Behavioral Demand Response cloud service uses the voice channel to send automated pre- and post-event voice messages (also called Interactive Voice Response, or IVR) to customers. The messages are designed to motivate customers to save energy during peak events.

Note

If multiple consecutive peak days are called, pre-event emails and voice messages will reflect that a customer is in a multi-day event period.

Note

Pre-event and post-event email and SMS messages are localized for Spanish. If your utility is interested in Spanish language support for voice communications, [Contact Your Delivery Team](#).

Samples

The following are samples of the IVR scripts for the Behavioral Demand Response program. The utility name, utility customer service phone number, peak day date, and peak day start and end times are configured based on the utility's preferences. Talk to your Service Delivery Manager for a full Behavioral Demand Response IVR script.

Pre-Event IVR Sample

"This is an alert from [Utility Name]. Tomorrow, [Day], [Month], [Date] is a peak day. From [Start Time] to [End Time] join [Utility Name] customers in reducing your energy use. After the peak day is over, we'll follow up and let you know how efficient you were. Save by turning up the temperature on your thermostat or delaying the use of large appliances. These alerts help you save energy and money. We'll notify you before and after each peak day, so you may get a few messages this summer. If you have questions, you can reach us at [Customer Service Phone Number]. To stop receiving these alerts, press 9. To opt in for text notifications about future peak days, press 6. To hear this message again, press 1. Thank you. Goodbye."

Post-Event IVR Sample

"This is a message from [Utility Name]. During the peak day on [Day], [Month], [Date] you were one of the top 5 most efficient homes in your neighborhood. Keep your efficient status next peak day by turning up the temperature on your thermostat or delaying the use of large appliances. These alerts help you save energy and money. We'll notify you before and after each peak day, so you may get a few messages this summer. If you have questions, you can

reach us at [Customer Service Phone Number]. To stop receiving these alerts, press 9. To opt in for text notifications about future peak days, press 6. To hear this message again, press 1. Thank you. Goodbye.”

Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Table 3-6 Configuration Options for Voice Channel Communications

Configuration Option	Input Value
IVR Quiet Hours. Hours of the day during which Oracle Utilities should not reach out to your customers via IVR. The utility is responsible for ensuring that it has obtained all customer consents required by applicable laws and regulations to call and/or email customers. If you wish to make phone calls outside of 9:00 AM to 5:00 PM, check your state’s telemarketing requirements to ensure your desired timeframe is permitted.	Required. Provide start and end times.
Note The IVR quiet hours can be different for each Oracle Utilities Opower IVR product. Indicate the time zone in your input. Example: 9:00 PM - 8:00 AM PT	
IVR-Specific Utility Name. Indicate the utility name that should be used when contacting customers via IVR. Be sure to provide the name exactly as it should be read aloud. Example: UtilityCo or Utility Company	Required.
IVR Caller ID Phone Number and Name. Provide the name and phone number that should appear on the caller ID when a customer is contacted as part of the Behavioral Demand Response Program. Example: Name: UtilityCo Phone: (555)-555-5555	Required. Provide name and phone.

Table 3-6 (Cont.) Configuration Options for Voice Channel Communications

Configuration Option	Input Value
Include "press 6 to enroll in SMS" Option. This option is applicable only for utilities that already have an opt-in SMS program. Utilities should communicate their preference to the Service Delivery Manager during pre-season launch. Indicate if you want to enable the "press 6 to enroll in SMS" option to enroll your customers in for text notifications. If you choose YES, "press 6 to enroll in SMS" option will be included in the IVR message for customers. If you choose NO, it will be omitted. Example: "This is an alert from [UtiliCo]. Tomorrow Wednesday July 15 is a peak day. From 2pm to 7pm, join UtilCo customers in reducing your electric use. During the last peak day, you used 30% more than similar homes. Save more this peak day by turning up the temperature on your thermostat or delaying the use of large appliances. You may reach us with questions at 1-XXX-XXX-XXXX. These notifications inform you of days to save energy and money. To cancel future phone notifications, press 9 now. To opt in for text notifications about future peak days, press 6."	Required. Do you want to include "press 6 to enroll in SMS" option in your IVR message? YES NO
Press 6 to Enroll in SMS Opt-In Flow. If you answered YES to Include "press 6 to enroll in SMS" option, indicate whether you want your customers to be enrolled in for text notifications through single opt-in, or double opt-in. Customers enrolled in for single opt-in text notifications will receive one confirmation message. Example: "Thank you for confirming your subscription to CLIENTNAME text alerts. Msg&Data rates may apply. 4msg/month. For help call XXX-XXX-XXXX." Customers enrolled in for double opt-in text notifications will first receive a text message asking for their confirmation. Once customers confirm their subscription by replying "Y", they will receive the confirmation message above. Example: "Please reply Y to confirm your subscription to XXXX Bill msgs. Msg&Data rates may apply. Frequency varies by user. Text HELP for help/STOP to cancel."	Required. Choose between these two options: Single opt-in Double opt-in

SMS Channel Communications

The Behavioral Demand Response Cloud Service uses the SMS channel to send pre-event and post-event text messages to customers. These texts are designed to prepare customers for peak events and motivate them to save energy. In addition:

- Utilities must use an SMS short code provisioned and owned by Oracle Utilities to keep Oracle Utility in compliance with all requirements set forth by the MMA Best Practices and CTIA guidelines for SMS communications. This includes managing a double-opt-in process and all required keywords that include but are not limited to STOP, CANCEL, UNSUBSCRIBE, HELP, and INFO.
- 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, and those customers that do not are ineligible 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.

Note

Pre-event and post-event email and SMS messages are localized for Spanish. If your utility is interested in Spanish language support for voice communications, [Contact Your Delivery Team](#).

Samples

The following are samples of SMS messages for the Behavioral Demand Response program. They include the peak day date and peak day start and end times configured based on the utility's preferences.

Pre-Event SMS Sample

"UTIL: Today, 7/1 is an Energy Savings Day. From 2pm-6pm, join your community to help save energy. Text STOP to opt out."

Post-Event SMS Sample

"UTIL: Great job! On the 7/1 Energy Savings Day, you used 5.2 kWh and were 10th out of ~100 similar neighbors. This helps to save energy and money. Text STOP to opt out."

Configuration Options

For each element listed in the table, indicate the desired configuration in the Input Value column. If you do not provide an input for optional configurations, the default will be used.

Table 3-7 Configuration Options for SMS Channel Communications

Configuration Option	Input Value
SMS Short Code. Provide the short code that should appear as the sender ID when a customer is contacted as part of the Behavioral Demand Response Program. Example: 96744	Required.

Table 3-7 (Cont.) Configuration Options for SMS Channel Communications

Configuration Option	Input Value
Utility Name. Indicate the utility name that should be used when contacting customers via SMS. Be sure to provide the name exactly as it should appear in the text message. Example: "CLIENTNAME: Today, 7/1 is an Energy Savings Day. From 2pm-6pm, join your community to help save energy. Text STOP to opt out."	Required.
Utility Phone Number.	Required.

 Note

Applicable only to clients with Press 6 to Enroll. Configuration Options Provide your customer service contact number.
Example: "Thank you for confirming your subscription to CLIENTNAME text alerts. Msg&Data rates may apply. 4msg/month. For help call XXX-XXX-XXXX."

Frequently-Asked Questions (FAQs)

What are some ways I can save energy during a peak event?

The tips you can follow vary depending on whether the peak event takes place during hot, or cold-weather seasons. Here are a few of the most effective ways you can save electricity during a peak event in hot weather.

- Raise your thermostat by 3-4 degrees. Decreasing your use of air conditioning during peak hours is the most effective way to save energy.
- Use fans and reduce air conditioning. Fans can help you beat the heat while reducing your AC needs. Every degree counts. Raise your thermostat's setting by 3-4 degrees during peak hours and stay close to fans to help keep cool.
- Enjoy unplugged activities. Put off running the dishwasher or doing the laundry until nighttime. Instead of watching TV or using electronics that need to be plugged in, read a book, play a board game, or spend quality time with your household members.

Can I opt out of this program?

Yes, you can opt out in a number of ways. The options available will depend on your utility's setup and program design.

- **From the web:** The recommended method is to use the Digital Self Service - Energy Management Web Portal Account and Preferences section to change your preferences. If you unsubscribe in this way, you will be able to subscribe again in the future.

Note

Some utilities choose to host their own account services. If your utility does not offer the Digital Self Service - Energy Management Web Portal as part of their program, contact your utility for more information about account management.

- **From an email:** Click the unsubscribe link at the bottom of the email and follow the instructions to opt out. **Warning:** If you click Unsubscribe in the email and then click to unsubscribe from all emails, this action is permanent, and you will not be able to opt back in. If you click to opt out of Behavioral Demand Response emails only, then you can opt back into them at a later time.
- **From text:** Reply with STOP to opt out of SMS messages, which will opt the customer out of all messages sent from the SMS channel.
- **From a voice message:** Select the unsubscribe option when prompted at the end of the voice message.

How are tips selected for the email?

Oracle Utilities provides the utility with tips specifically designed for Behavioral Demand Response to be engaging, actionable, and future-looking. The utility will have the opportunity to review and modify the tip content.

Note

All 12 tips must be used during the Behavioral Demand Response season.

Is the Neighbor Comparison in the email the same as the Neighbor Comparison in the Home Energy Report?

The calculation used in the Behavioral Demand Response neighbor comparison is the same as the comparison used in the Home Energy Report neighbor comparison; however, the Behavioral Demand Response Neighbor Comparison displays customers' energy use during peak events, while the Home Energy Report Neighbor Comparison displays customers' energy use throughout the previous billing period. For this reason, the comparison score reflected on each communication may differ.

How should I define quiet hours?

Quiet hours are the hours during which you do not want Oracle Utilities to contact your customers through IVR, email, nor text. In general, quiet hours are defined as 8:00pm to 9:00AM. However, Behavioral Demand Response phone calls are subject to the Telephone Consumer Protection Act (TCPA) as well as state telemarketing laws, and emails may be subject to the CAN-SPAM Act. The utility is responsible for ensuring it has obtained all customer consents required by applicable laws and regulations to call, email, and text customers in a Behavioral Demand Response program. In addition, state telemarketing laws restrict the time of day when automated calls and texts can be made (for example, a state may require that no calls or texts be placed after 5:00PM or on Sundays). If you wish to make phone calls or send SMS messages outside of 9:00AM to 5:00PM, check your state's telemarketing requirements to ensure your desired time frame is permitted.

How will our call center be prepared to respond to the Behavioral Demand Response communications?

Oracle Utilities provides a variety of program support resources for our in-market Behavioral Demand Response programs. These resources are designed to equip utility call center representatives, communications teams, and program managers with the tools necessary to easily resolve customer questions related to demand response, and to handle program management tasks.

5

Next Steps

After completing all required inputs in this configuration guide, complete the following next steps.

1. Complete any other product-specific configuration guides provided to you by your Service Delivery Manager.
2. Submit all configuration guides and required documents to your Service Delivery Manager as an email attachment. Be sure to include the following:
 - The Oracle Utilities Opower Platform Configuration Guide
 - Up-to-date HTML, CSS, and JavaScript files for your utility website
 - Utility branding guidelines
3. Update the Version table of this guide with your name, the date, and a descriptive comment. Complete this step using the PDF version of this guide.

Note

This HTML documentation is for reference only. Your Delivery Team will give you an editable PDF or DOCX version of the document to capture your inputs. Once submitted to Oracle Utilities, all utility inputs recorded in the configuration guides are final and cannot be modified. Ensure that all configuration inputs are accurate before submitting them.

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](#).