



OP 😊 **WER**

NYSE:OPWR





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amazon kindle



EU Energy Industry Challenges

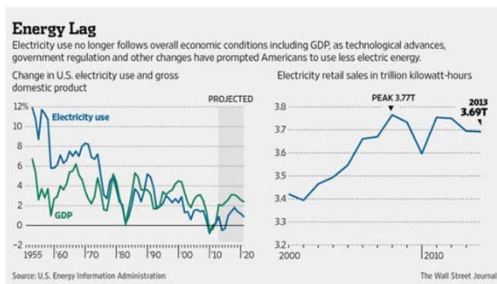
Increasing competition

Leverancier	Type	Contract	Looptijd	Prijs / Kwaliteit	Premie p/jaar	Kies uw leverancier
	E: Groen G: Groen	E: Vast G: Vast	E: 12 maanden G: 12 maanden	★★★★★ Consument: 7.8	€ 1124	Info & Afsluiten
	E: Groen G: Grijs	E: Vast G: Variabel	E: 12 maanden G: 12 maanden	★★★★★ Consument: 7.3	€ 1159	Info & Afsluiten
	E: Groen G: Grijs	E: Variabel G: Variabel	E: 0 maanden G: 0 maanden	★★★★★ Consument: 7.0	€ 1194	Info & Afsluiten
	E: Grijs G: Grijs	E: Vast G: Variabel	E: 12 maanden G: 0 maanden	★★★★★ Consument: 7.1	€ 1320	Info & Afsluiten
	E: Grijs G: Grijs	E: Variabel G: Variabel	E: 12 maanden G: 12 maanden	★★★★★ Consument: 6.7	€ 1349	Info & Afsluiten
	E: Groen G: Grijs	E: Vast G: Vast	E: 18 maanden G: 18 maanden	★★★★★ Consument: 7.4	€ 1368	Info & Afsluiten
	E: Grijs G: Grijs	E: Vast G: Vast	E: 12 maanden G: 12 maanden	★★★★★ Consument: 7.2	€ 1412	Info & Afsluiten

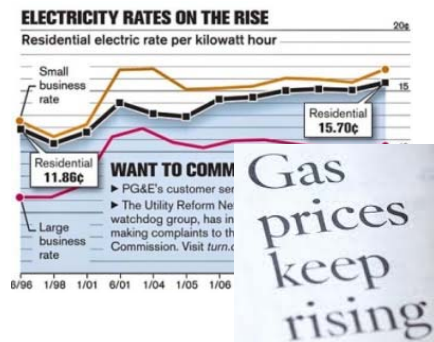
Decarbonisation & Distributed Generation



Stagnating demand



Regulatory & political pressures



Smart meters & appliances







L'énergie, c'est pas sexy.

**« CUSTOMERS ONLY THINK ABOUT ENERGY 9 MINUTES
PER YEAR »***

*Accenture – « New Energy Consumer »



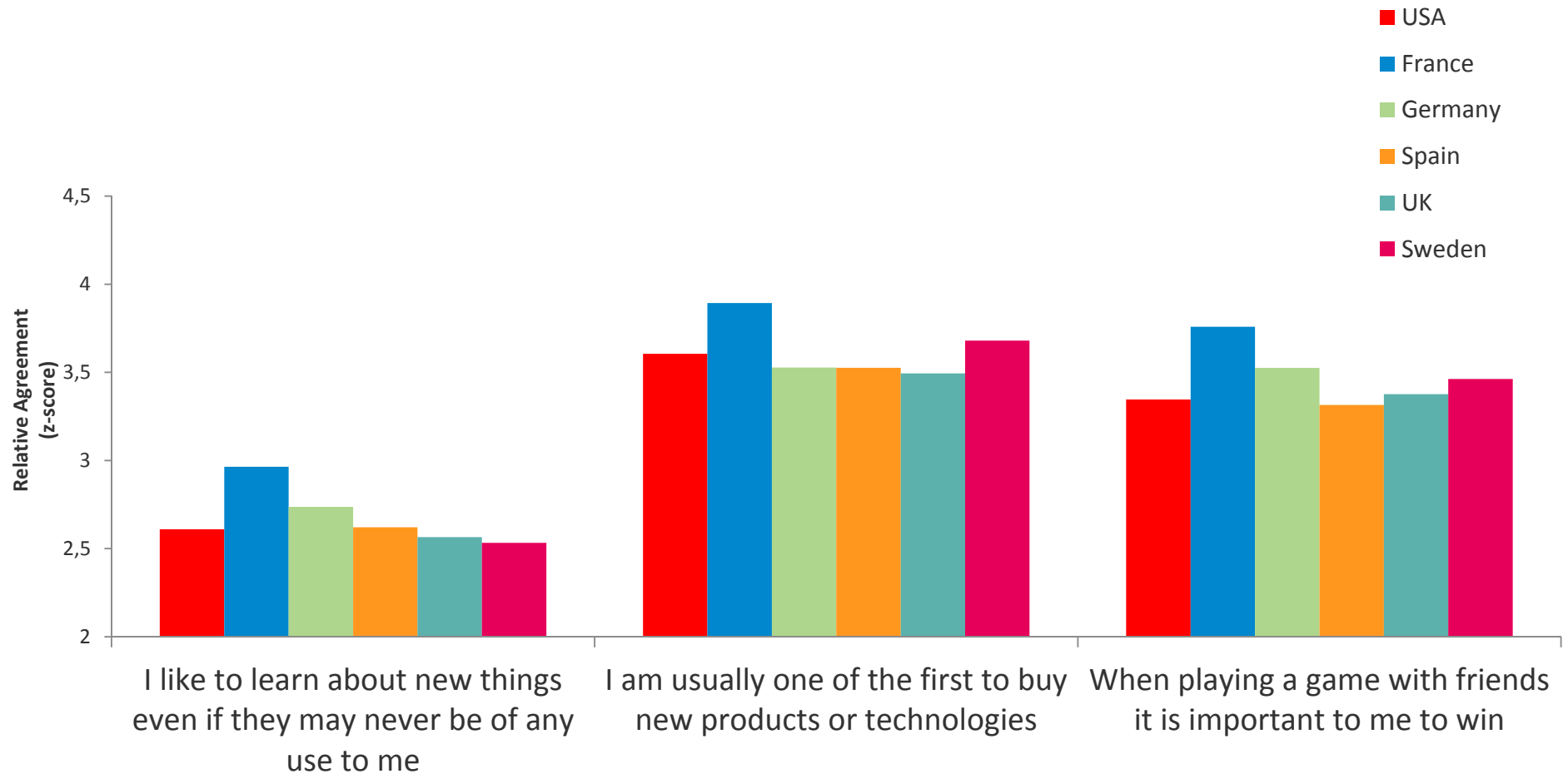


Schultz & Cialdini (OPOWER Scientists)
Hewlett Foundation San Marcos Study





Ouais, d'accord, mais en France...



The cutting edge of customer engagement

Google

amazon.com

Microsoft

facebook.

twitter

Palantir

NETFLIX

LinkedIn

salesforce.com

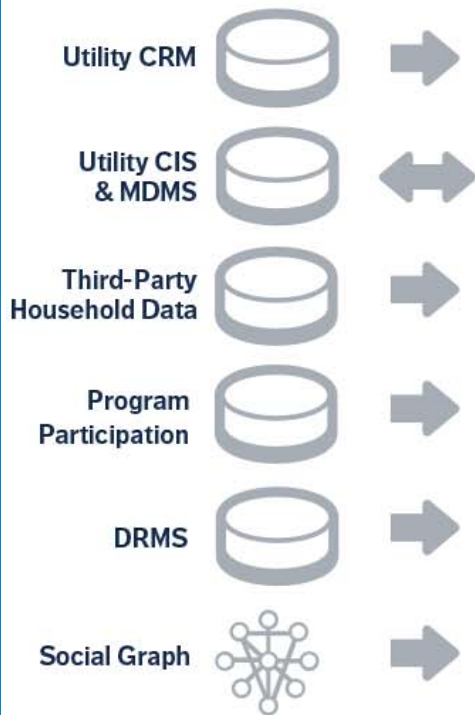
box



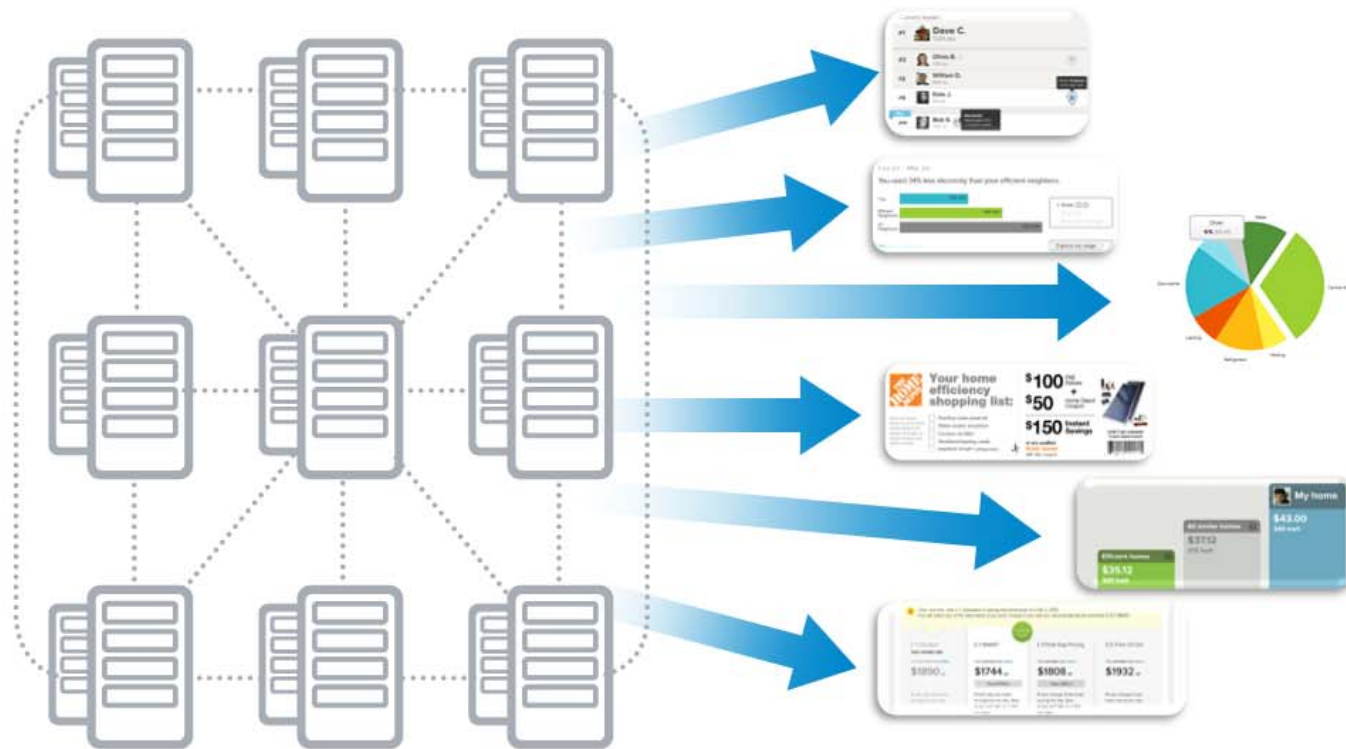
250+ team members in R&D







Data
Integration



Analytics

Right message
Right customer
Right time



ACTION



WELCOME TO UTILITY

CONTRACT ANNIVERSARY

HIGH BILL COMING

OUTAGE

BILL RECEIPT

EXTREME WEATHER

CALL INTO CALL CENTER

RATE CHANGE

UTILITY REPORT ARRIVES

PEAK DAY

SEASONAL CHANGE

NEW SMART METER

MOMENTS THAT MATTER



iGoogle

Google Search | I'm Feeling Lucky

Advanced Search | Search Preferences | Language Tools

My Home

Home

[Enable chat](#)

Google PowerMeter: Jonathan's Home

Example utility: Find out about free energy-saving improvements to save money on your next bill.

Day **Daily Totals** Week more

power in W

Google PowerMeter

Example utility: Find out about free energy-saving improvements to save money on your next bill.

Day **Daily Totals** Week more

Wednesday 8.3 kWh used
Excellent (89)

3% under exp.

used exp.

[Help](#)

Google Finance Port

[Market summary](#) · [Dow](#) · [Nasdaq](#) · [S&P 500](#)

[Help](#)



Community

City Natural Gas

Average per year: **\$971**

Highest Month: **November, 2009**

Lowest Month: **March, 2009**

Average per month: **\$77**

Average cost per kWh: **\$0.144**

Nov Dec

[View more Energy Charts](#)

You Compare (Annual Energy Costs)*

- Heating - \$300
- Lighting - \$313
- Appliances - \$577
- Water Heating - \$215
- Other - \$313

How is this calculated?

Efficient Home \$778

Average Home \$1,632

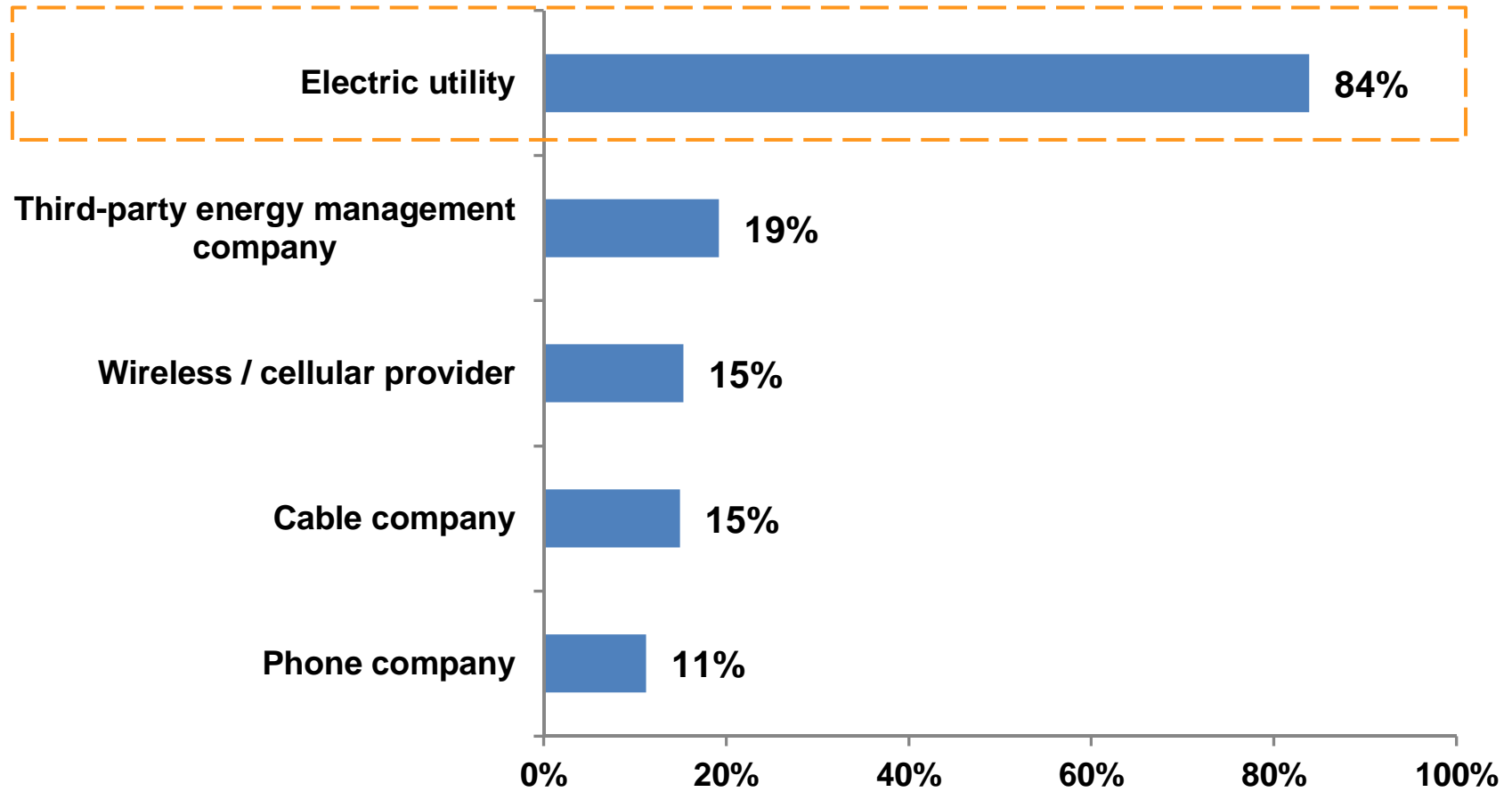
\$500 \$1,000 \$1,500 \$2,000 \$2,500 \$3,000

Your Home* \$2,318

[View Your Energy Usage](#)



Energy Management Service Provider Preferences



(n=489)

Source: Effective Customer Engagement, Navigant Consulting, 2013



What do customers want the most?

Personalized advice for how to save energy

Personalized advice for products and services

Proactive notifications

What matters less?

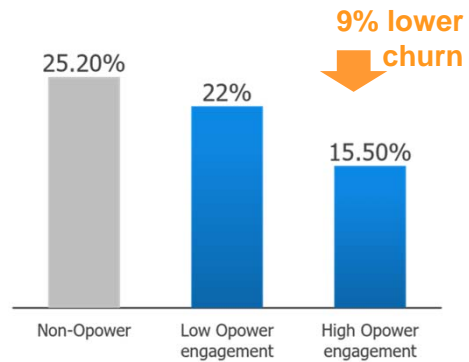
Home automation

Social/games

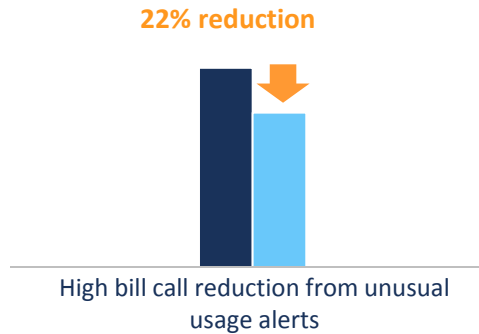


Strong and sustained business impact

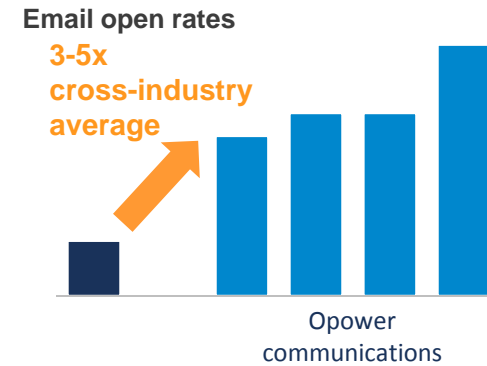
Customer loyalty



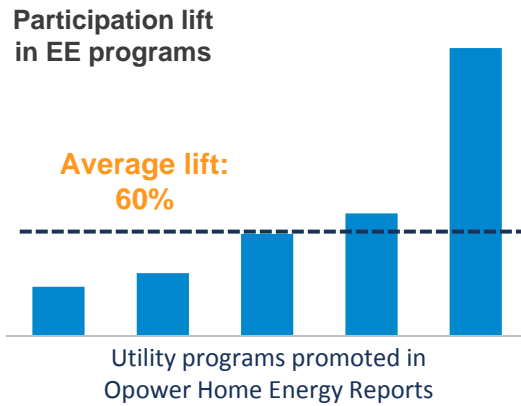
Cost to serve



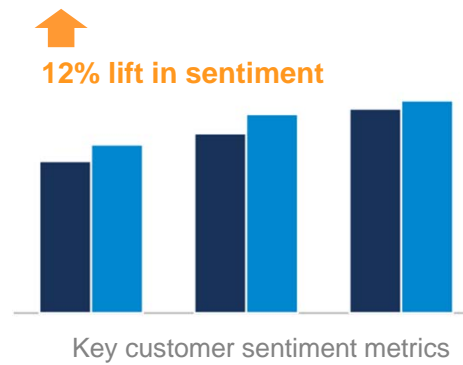
Digital engagement



Higher cross-sales



Customer satisfaction



Smart Meter value



Thank you!

Sean Layerle

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