









URL <http://www.opower.com/company>

### Quick facts

-  Company: Opower
-  Sector: Utilities
-  Product / service: Platform
-  Type of data: Various
-  Origin: USA






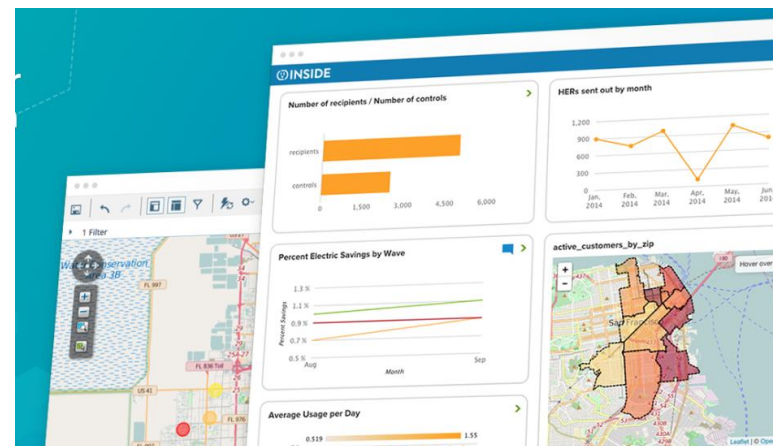
### Benefits

-  Enhances the energy efficiency of utility users.
-  Reduces residential peak demand.
-  Improved customer-provider relationship.





### How Open Data is used

-  The platform enables utilities to send targeted customer communications automatically and across channels.
-  The messages use behavioural design and personalised insights drawn from processed customer data points.
-  Opower relies on Open data from a number of sources to create value.



### Future plans

-  Opower wants to design more products that create measurable changes in consumer behaviour (e.g. focus development on improving outcomes for gas and electric consumers).
-  Opower wants to expand in new (international) markets, by leveraging their broadened Customer Care solutions.

