Mark Smith Reliant Energy

Customer Engagement -Accomplishments and Key Learnings

- More than 350K customers benefiting from at least one Smart Energy product or service
- Multiple, distinct Smart Energy products/ services. Products & services enabled by
 Smart Meter Texas portal and AMS data.
- Created or retained over 60 jobs
- First electricity provider to host a booth at the Consumer Electronics Show (Jan-11, Las Vegas, NV)
- Competitive retail market drives innovation and customer focus
 - Smart Energy is an evolution...Insights, Choices, & Convenience

The Customer Defines a Job Well Done

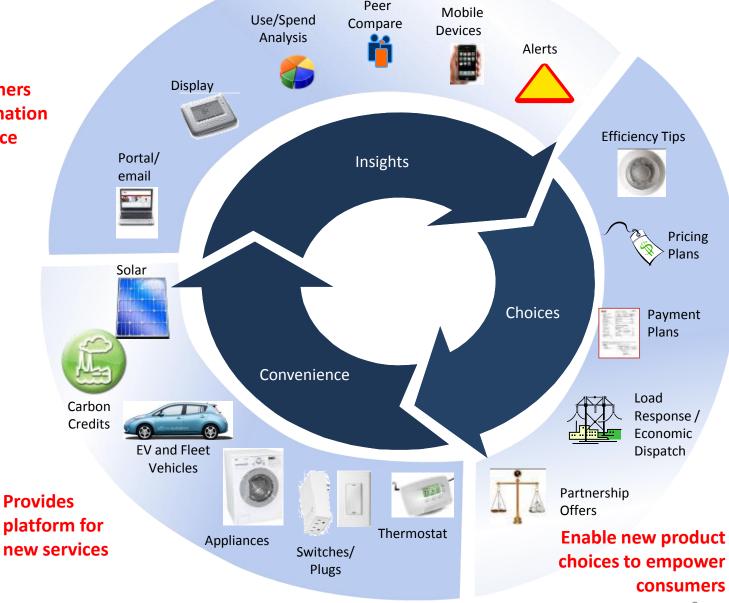
I thought you might appreciate feedback on your current services. I LOVE the weekly usage emails that I receive from Reliant. I am more aware of my electricity needs because of this, and that alone will make me a happy customer, for what I hope is years to come. Thank you for the excellent service!

J.T. – Houston, TX

Smart Energy Product Progression

Engage consumers through information and convenience

Smart Energy enables a new experience that transforms the way customers use and value electricity



Energy Management Solutions – SMT Enabled Customer Solutions

Weekly Summary Email



- At-a-glance overview of electricity usage each week
- Comparison to previous week
- Estimated bill for the month
- Energy savings tips

Online Web Portal

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- In-depth view of historical usage via web
- Email/SMS Alerts
 - High usage
 - Bill target
- Peer comparison
- Remote access

iGoogle Gadget

Reliant <i>e-Sense</i> ™ Gad	get	
Reliant		+12345-0
Energy.		Bill Amt: \$80.0
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		• day • week • year
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_	_	
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Show Me More		UNREGISTER
@ 2040 Reliest Econo	y Retail Holdings, LLC.	All rights recented
	uston, TX 77002 PUC C	
	acy Terms of Use	

- Snap-shot overview of electricity usage
 - Per Day
 - Per Week
 - Per Year
- "Mini-Portal" Concept (not Google PowerMeter)
- Links to Web Portals

Energy Management Solutions – Customer Choice

leliant Energy:			TIME-OF-US	TRICITY SCHEDU		
ummer: April -	October (Mon -	- Fri)				
	Off-Peak		Standard	Summer	Standard	Off-Peak
linter: Novemb	er - March (Mo	on - Fri)				
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Time of Use

- Save money by shifting usage
- Tiered pricing structures
- Off Peak, Standard, and Summer Peak pricing

Reliant Energy		
		Reliant SmartStart Plan [®]
Reliant SmartStart Low Ba	lance Alert	
Low Balance Alert		
Your SmartStart Plan balance is potential service interruptions for		sunt balance immediately to avoid
:Customer Name> :Address> :City, St & Zip>	Your SmartStart Weekly Balance as o	of <date,time></date,time>
Nays to Pay: 1-866-872-6644	Account Bala	
eliant.com/paymentiocations	We estimate that you have less th remaining in	
Deferred Balance \$XXX XX>>	Average price at 50	
<lite-up discount<br="">ncluded></lite-up>	Recent payments may not be reflected 713.207 PAID to confirm the posting d	SON

PrePayment Plans

- Enables enrollment without deposit
- No bills to pay
- SMS, email, web, and outbound dialer notification of balance, disconnect warnings, and payment confirmations



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- Receive Bill Due notifications
- SMS Text on Demand
 - Usage
 - Cost

Energy Management Solutions – HAN and More

Home Energy Monitor

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		34 kWh		\$6.70	
	Current Co	ndition	\$3.40		
	64° F		Today	Yesterday	
	Cost	Me	inu 🖉	Monitor	

- Real-time view of current electricity usage
 - Communicates with advanced meter every
 7 seconds
- Alerts/notifications
- Graphing ability

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Mobile App

- Mobile "Snap-Shot" overview of electricity usage
 - Per Day
 - Per Week
 - Per Year
- "Mini-Portal" Concept
- Links to Web Portal

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- Allows customers to determine their meter status
- Simple to Use
- Enter your address and find out your status