

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

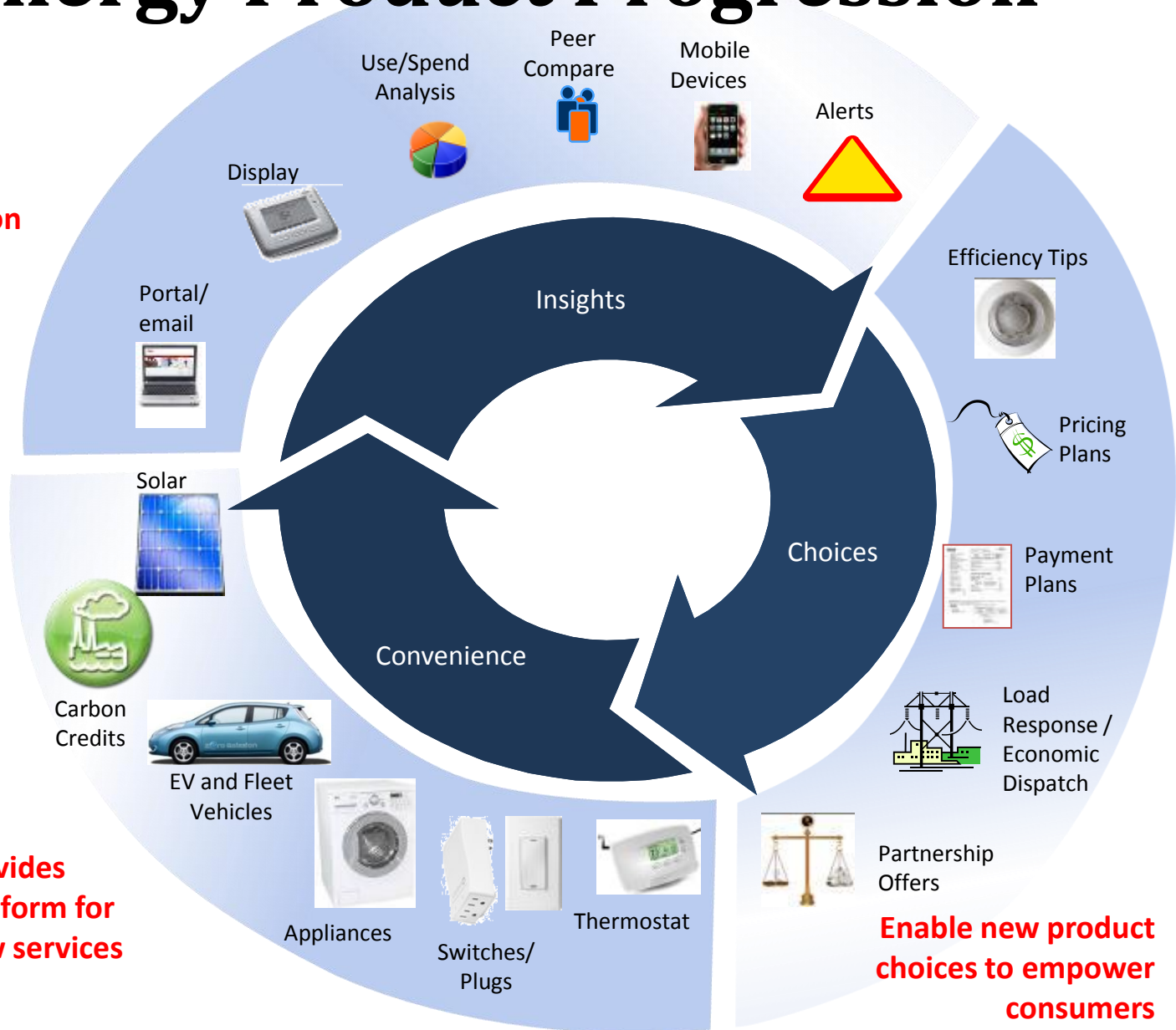
Smart Energy Product Progression

Engage consumers through information and convenience

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

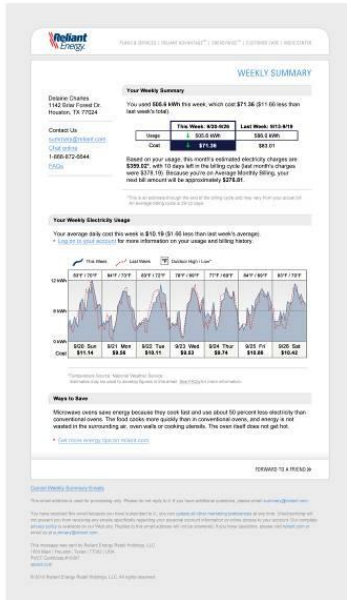
Provides platform for new services

Enable new product choices to empower consumers



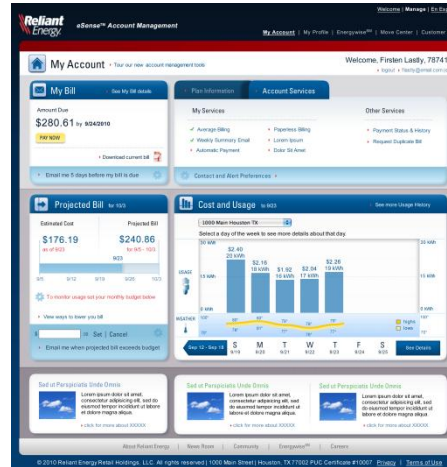
Energy Management Solutions – SMT Enabled Customer Solutions

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



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

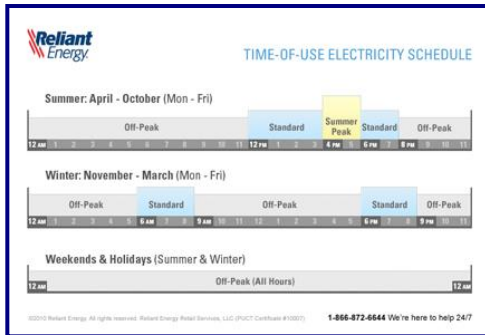
iGoogle Gadget



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

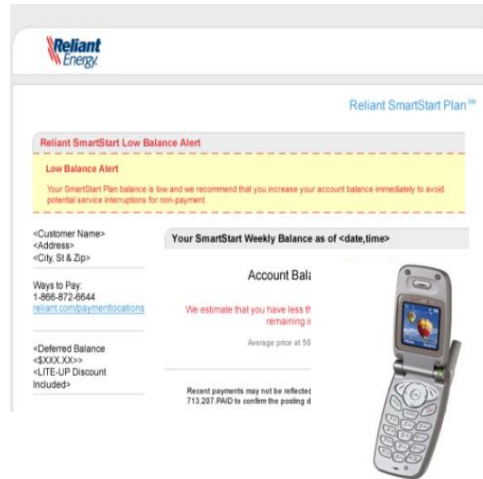
Energy Management Solutions – Customer Choice

Time of Use



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

PrePayment Plans



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

SMS Alerts



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

Energy Management Solutions – HAN and More

Home Energy Monitor



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

Mobile App



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

Smart Meter Check

Find out if you have a Smart Meter

Check to see if your home has an activated Smart Meter.

Street Address*

Apt or Unit#

Zip Code*

*Required

START | Cancel

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