



# Ontario Energy Board Commission de l'énergie de l'Ontario


- › ECPA Review - Market Activity and Summary of Submissions from ECPA Information Request from Gas Marketers and Electricity Retailers

Consumer Engagement & Policy

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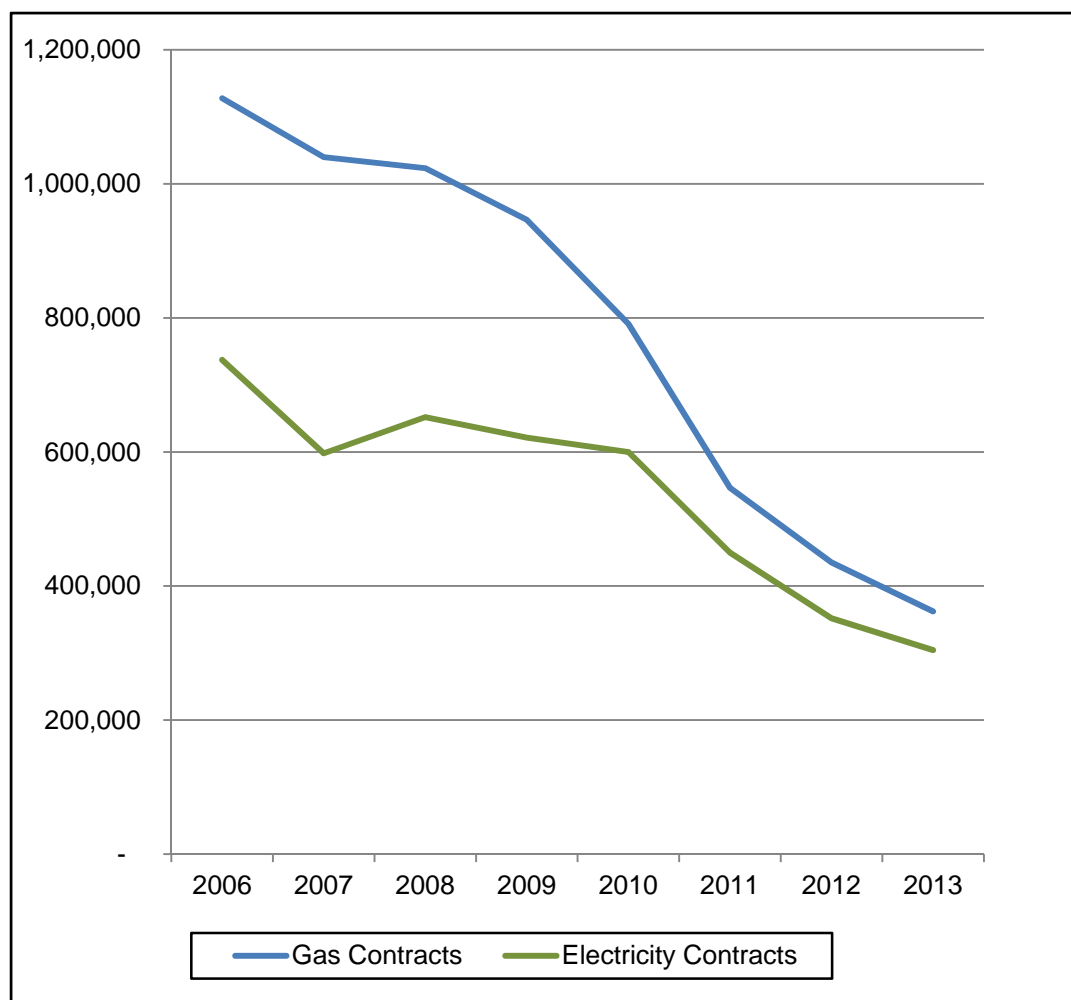


MARKET ACTIVITY  
of  
Gas Marketers and Electricity Retailers  
from  
Quarterly RRR Submissions



# Market Activity – Low Volume Contracts Overview 2006-2013

**Total Low Volume Contracts – Gas Marketers and Electricity Retailers**

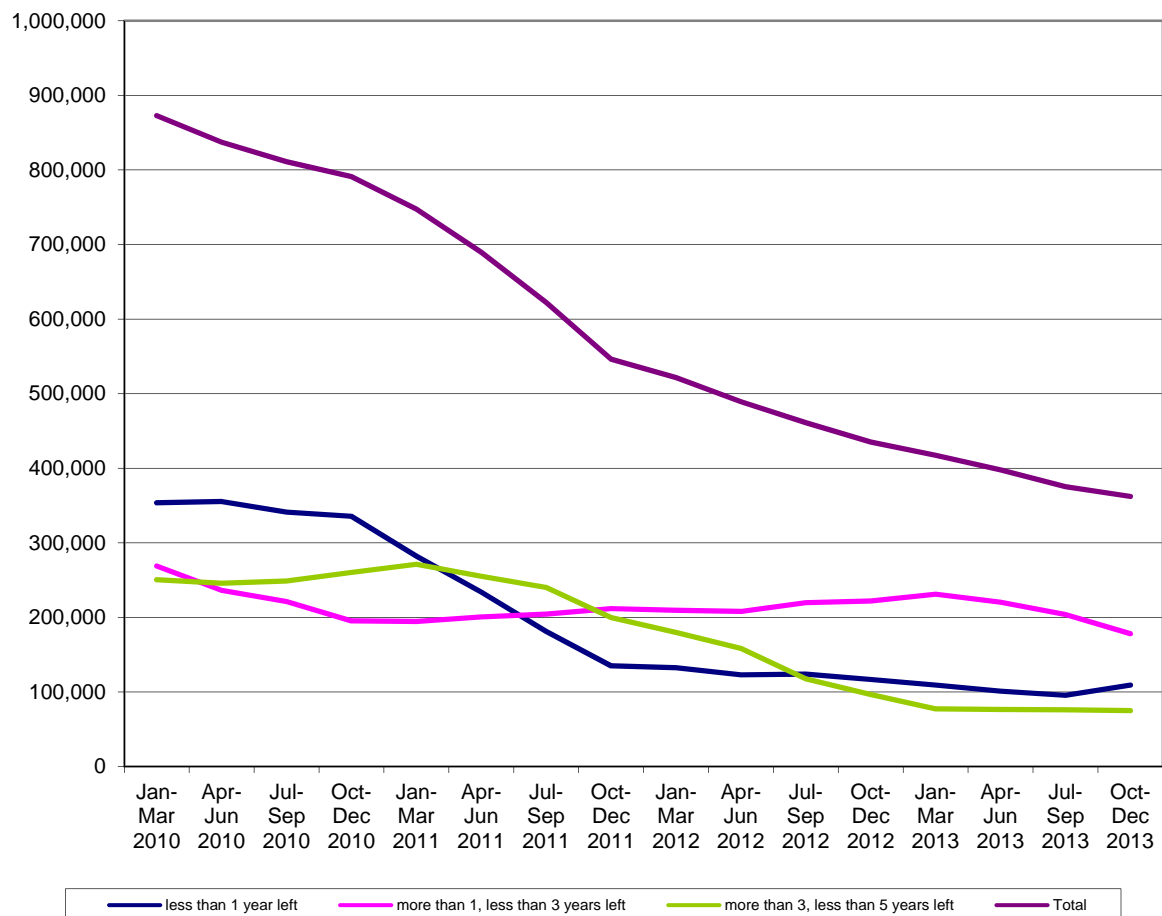


Year as at Dec. 31	Percentage of All Low-Volume Gas Consumers	Percentage of All Low-Volume Electricity Consumers
2006	35.5%	15.9%
2007	32.7%	12.9%
2008	32.2%	14.0%
2009	29.8%	13.4%
2010	24.6%	12.8%
2011	16.6%	9.5%
2012	13.0%	7.4%
2013	10.7%	6.3%



# Market Activity – Low Volume Contracts – Gas Marketers

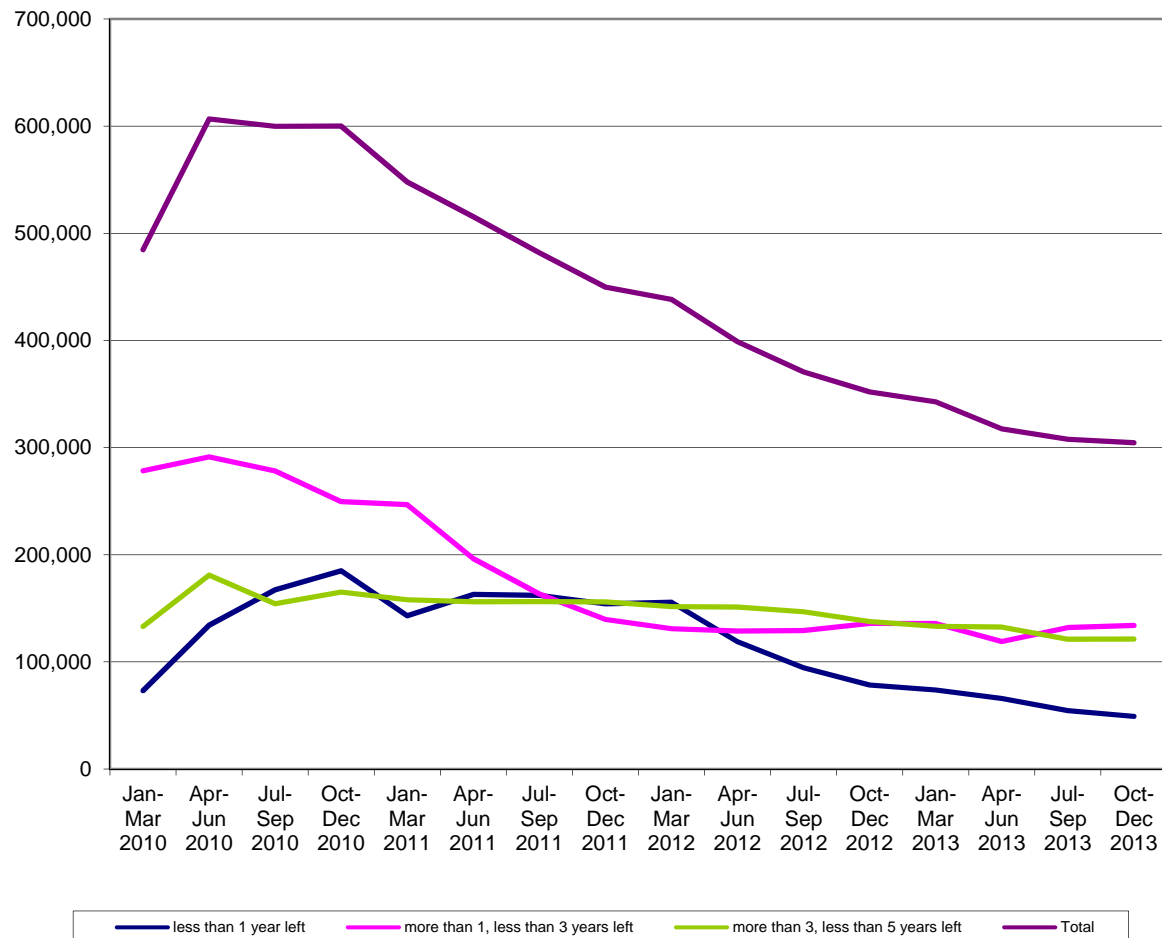
Total Low-Volume Contracts - Gas Marketers



Period	Total Low-Volume Gas Contracts	Percentage of All Low-Volume Gas Consumers
Oct – Dec 2010	791,150	24.0%
Oct – Dec 2011	546,334	16.6%
Oct – Dec 2012	435,160	13.0%
Oct – Dec 2013	362,147	10.7%

# Market Activity – Low Volume Contracts – Electricity Retailers

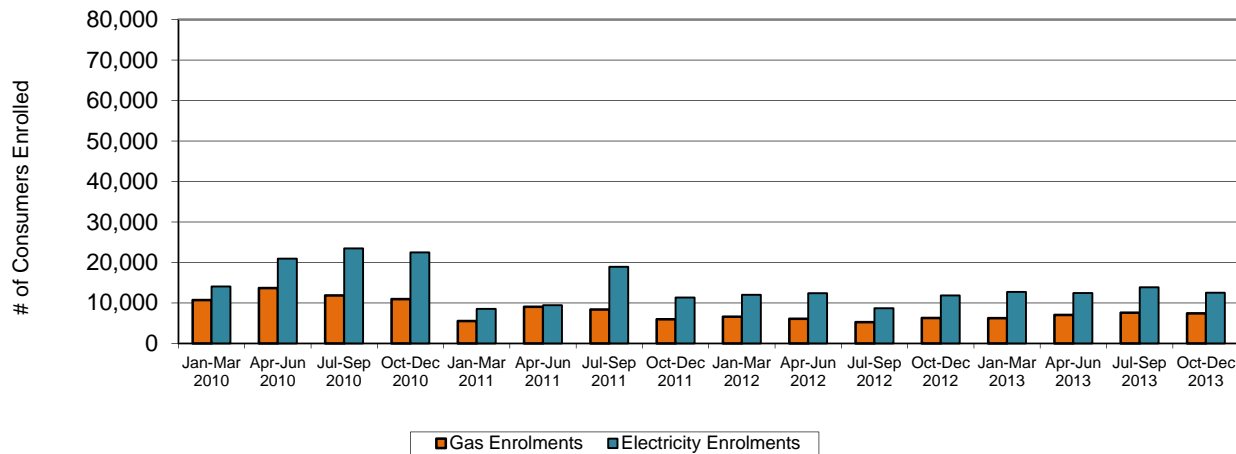
Total Low-Volume Contracts - Electricity Retailers



Period	Total Low-Volume Electricity Contracts	Percentage of All Low-Volume Electricity Consumers
Oct – Dec 2010	599,921	12.7%
Oct – Dec 2011	449,697	9.5%
Oct – Dec 2012	351,935	7.4%
Oct – Dec 2013	304,460	6.3%

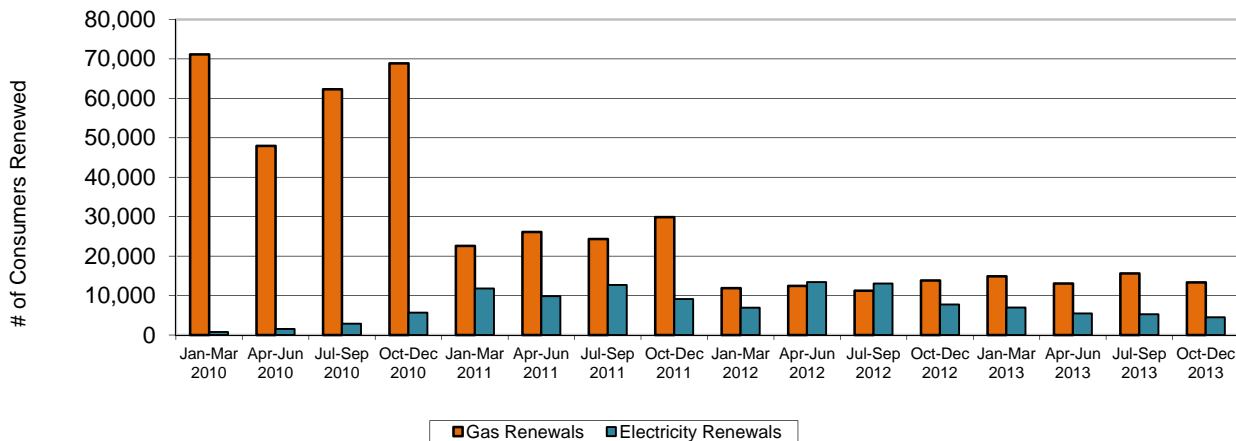
# Market Activity - Enrolments and Renewals - Gas Marketers and Electricity Retailers

Contract Enrolments Jan 2010 to Dec 2013



Period	Gas Enrolments	Electricity Enrolments
Oct – Dec 2010	10,955	22,517
Oct – Dec 2011	5,979	11,342
Oct - Dec 2012	6,309	11,866
Oct – Dec 2013	7,429	12,562

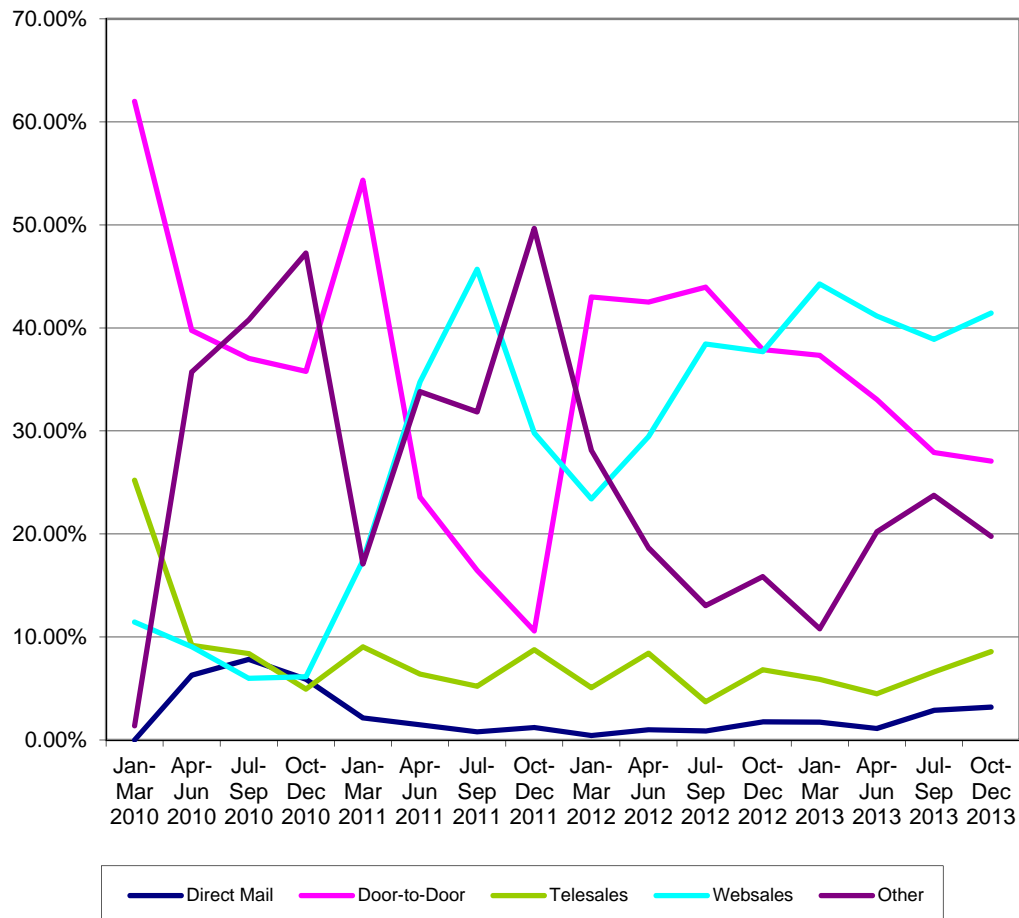
Contract Renewals Jan 2010 to Dec 2013



Period	Gas Renewals	Electricity Renewals
Oct – Dec 2010	68,827	5,601
Oct – Dec 2011	29,878	9,141
Oct - Dec 2012	13,855	7,766
Oct – Dec 2013	13,331	4,499

# Market Activity – Sales Channels – Gas Marketers

Marketing Approach (by contracts signed) - Gas Marketers



Quarter / Year	Oct – Dec 2013	Oct – Dec 2012	Oct – Dec 2011	Oct – Dec 2010
Direct Mail	3.18%	1.74%	1.20%	2.75%
Door-to-Door*	27.06%	37.89%	10.59%	39.96%
Telesales (renewals)	8.56%	6.82%	8.75%	1.10%
Web sales*	41.43%	37.69%	29.80%	24.00%
Other**	19.76%	15.85%	49.65%	32.20%

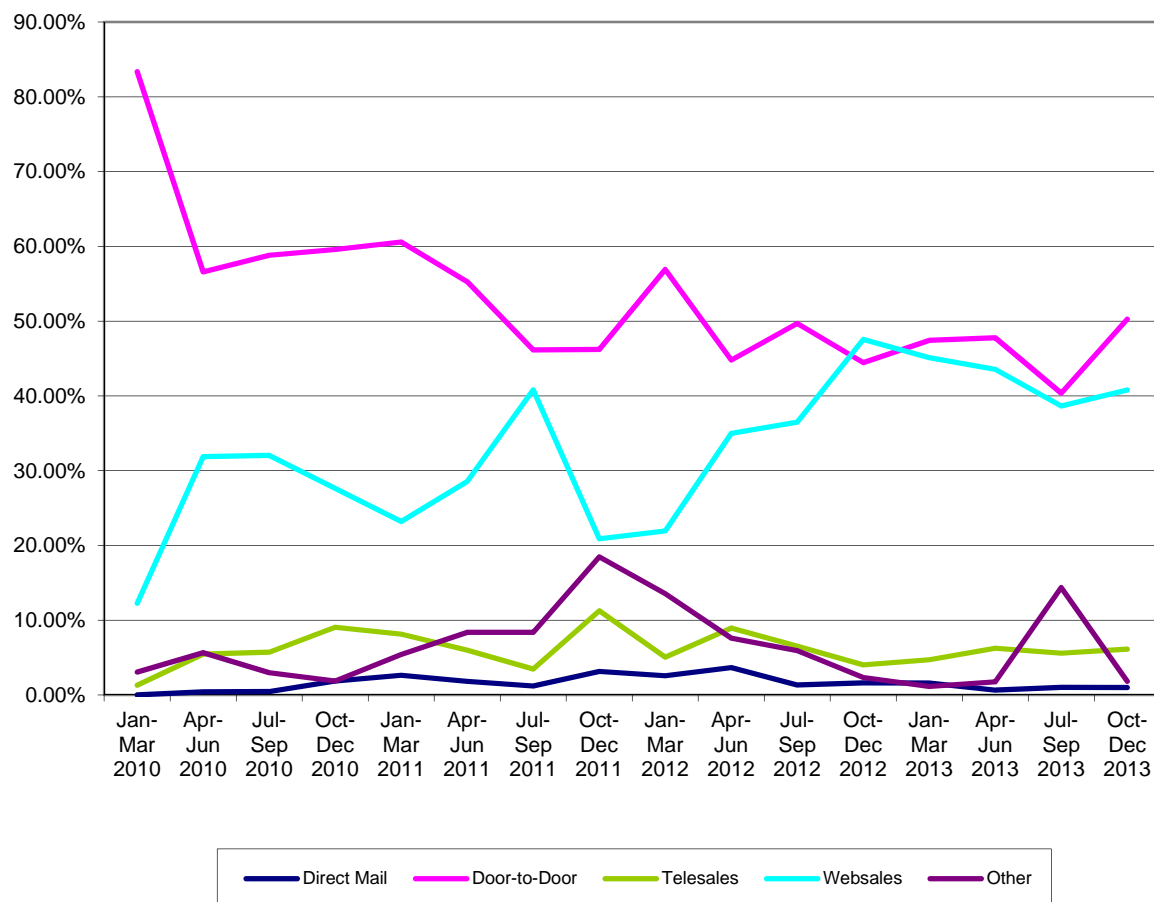
\* May include enrolments completed over the internet despite being originated by a sales agent at the door

\*\* Auto-renewed contracts are captured under "Other"



# Market Activity – Sales Channels – Electricity Retailers

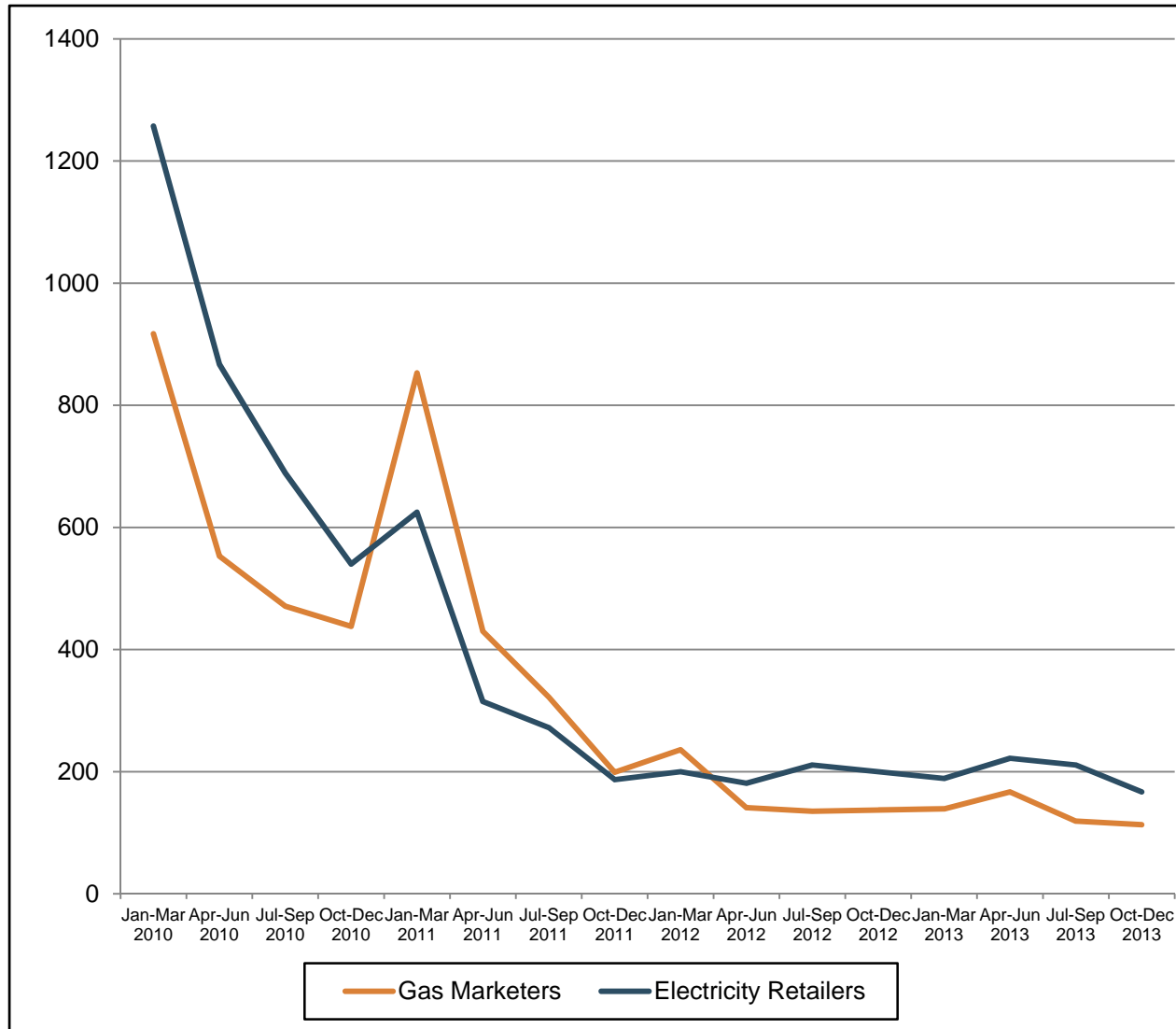
Marketing Approach (by contracts signed) - Electricity Retailers



Quarter / Year	Oct – Dec 2013	Oct – Dec 2012	Oct – Dec 2011	Oct – Dec 2010
Direct Mail	0.98%	1.61%	3.16%	1.91%
Door-to-Door*	50.27%	44.46%	46.21%	52.86%
Telesales (renewals)	6.13%	4.03%	11.26%	7.55%
Web sales*	40.78%	47.56%	20.89%	37.29%
Other	1.83%	2.35%	18.48%	0.38%

\* May include enrolments completed over the internet despite being originated by a sales agent at the door

# Consumer Complaints Received by OEB about Gas Marketers and Electricity Retailers




Period	Gas Marketer Complaints	Electricity Retailer Complaints
Oct – Dec 2010	438	540
Oct – Dec 2011	199	187
Oct – Dec 2012	137	200
Oct – Dec 2013	113	167

# Consumer Complaints Received by OEB about Gas Marketers and Electricity Retailers - Top 5 Issues Raised

	2010	2011	2012	2013
Gas Marketers	<ul style="list-style-type: none"> <li>- Reaffirmation</li> <li>- Renewal</li> <li>- No copy of contract</li> <li>- Cancellation charges</li> <li>- Cancellation request not processed</li> </ul>	<ul style="list-style-type: none"> <li>- No copy of contract</li> <li>- Reaffirmation</li> <li>- Renewal</li> <li>- Reimbursement</li> <li>- Cancellation charges</li> </ul>	<ul style="list-style-type: none"> <li>- No copy of contract</li> <li>- Reaffirmation</li> <li>- Renewal</li> <li>- Reimbursement</li> <li>- Cancellation charges</li> </ul>	<ul style="list-style-type: none"> <li>- Unfair practices</li> <li>- Salesperson adherence to Code of Conduct</li> <li>- Consumer cancellation</li> <li>- Renewals</li> <li>- Execution of contract</li> </ul>
Electricity Retailers	<ul style="list-style-type: none"> <li>- Reaffirmation</li> <li>- No copy of contract</li> <li>- Cancellation charges</li> <li>- Misrepresentation of price</li> <li>- Misrepresentation of Identify</li> </ul>	<ul style="list-style-type: none"> <li>- Reaffirmation</li> <li>- No copy of contract</li> <li>- Cancellation charges</li> <li>- Misrepresentation of price</li> <li>- Cancellation request not processed</li> </ul>	<ul style="list-style-type: none"> <li>- No copy of contract</li> <li>- Misrepresentation of identify</li> <li>- No information left behind</li> <li>- Reaffirmation</li> <li>- Persistent sales tactics</li> </ul>	<ul style="list-style-type: none"> <li>- Salesperson adherence to Code of Conduct</li> <li>- Unfair practices</li> <li>- Consumer cancellation</li> <li>- Did not immediately provide business card</li> <li>- Misrepresentation of Identify</li> </ul>



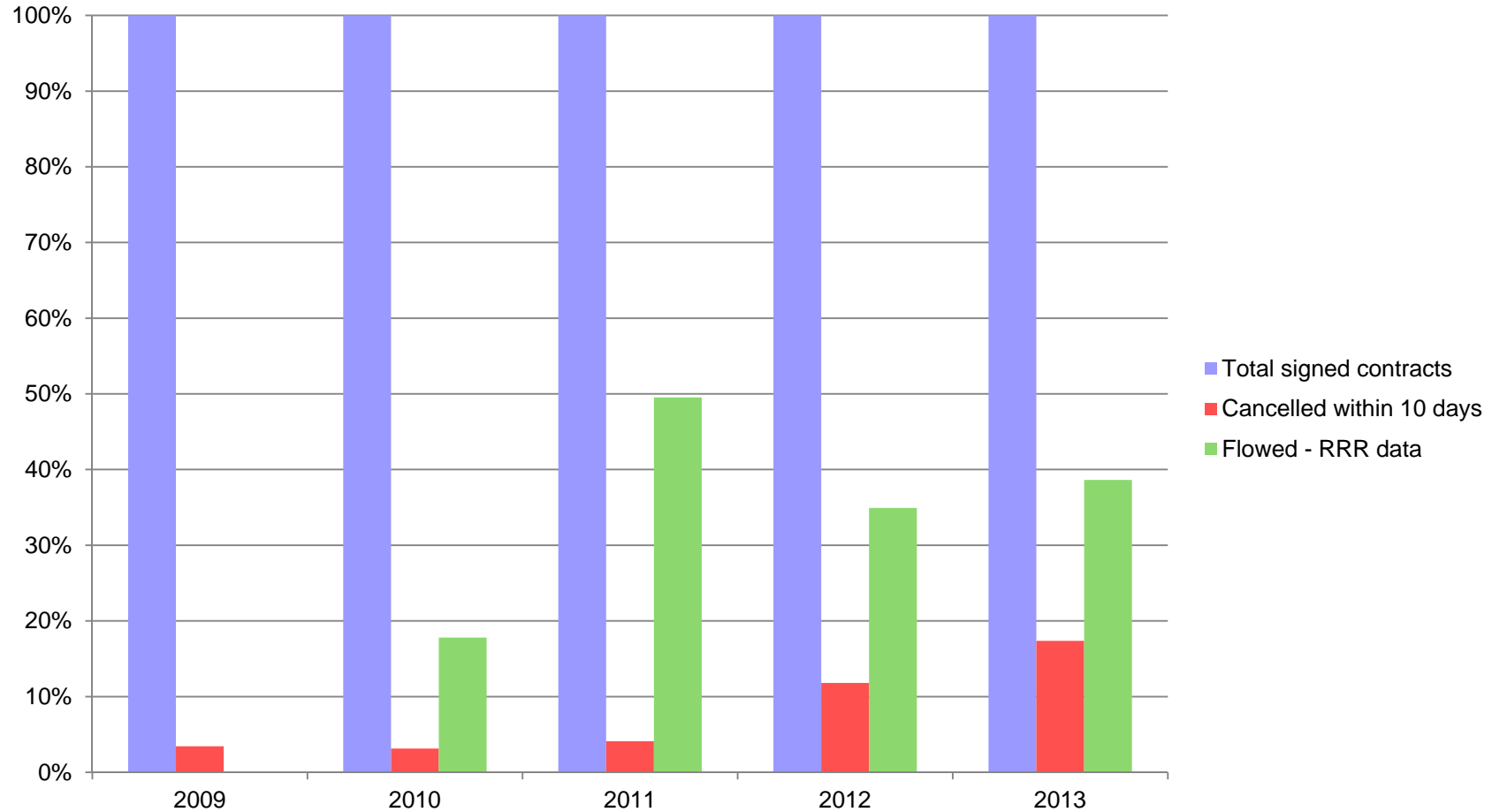


# Summary of Submissions from ECPA Information Request Responses from 9 out of 11 active Gas Marketers



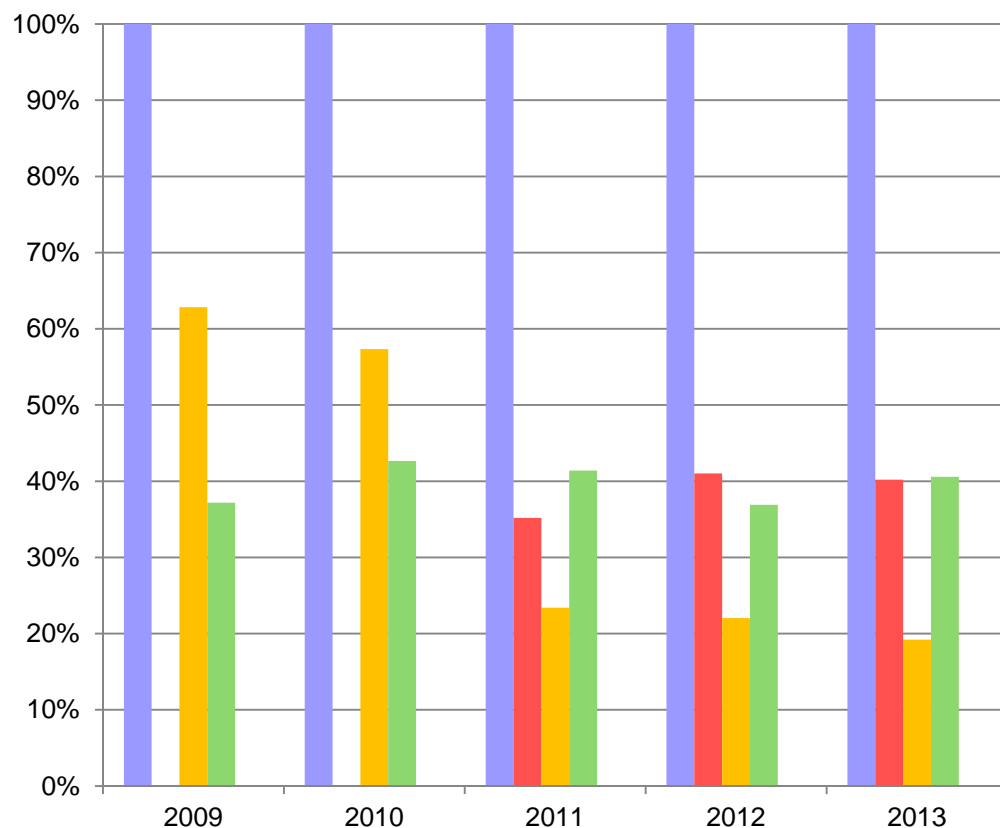
# Signed Gas Contracts

## All Respondents



# Signed Gas Contracts where Reaffirmation or Verification Attempted

## All Respondents



- Total contracts signed, where reaffirmation or verification attempted
- Calls terminated during course of the call (as required by the OEB script)\*
- Reaffirmation or verification attempted, was unsuccessful (other than per script)\*\*
- Successfully reaffirmed/verified

\* Under the ECPA, suppliers must follow an OEB-approved script during verification calls. There are several areas within the script where suppliers are required to terminate the call and not proceed with verification. For example, consumer is not comfortable proceeding in English, consumer did not receive a copy of the contract and required documents, or if the verification agent has reasonable grounds to believe an unfair practice may have been committed.

\*\* The supplier was not required to terminate the script but the verification (or reaffirmation for pre-ECPA) did not proceed. For example, could not reach the consumer between the 10 and 45 day window, consumer declined to reaffirm/verify.



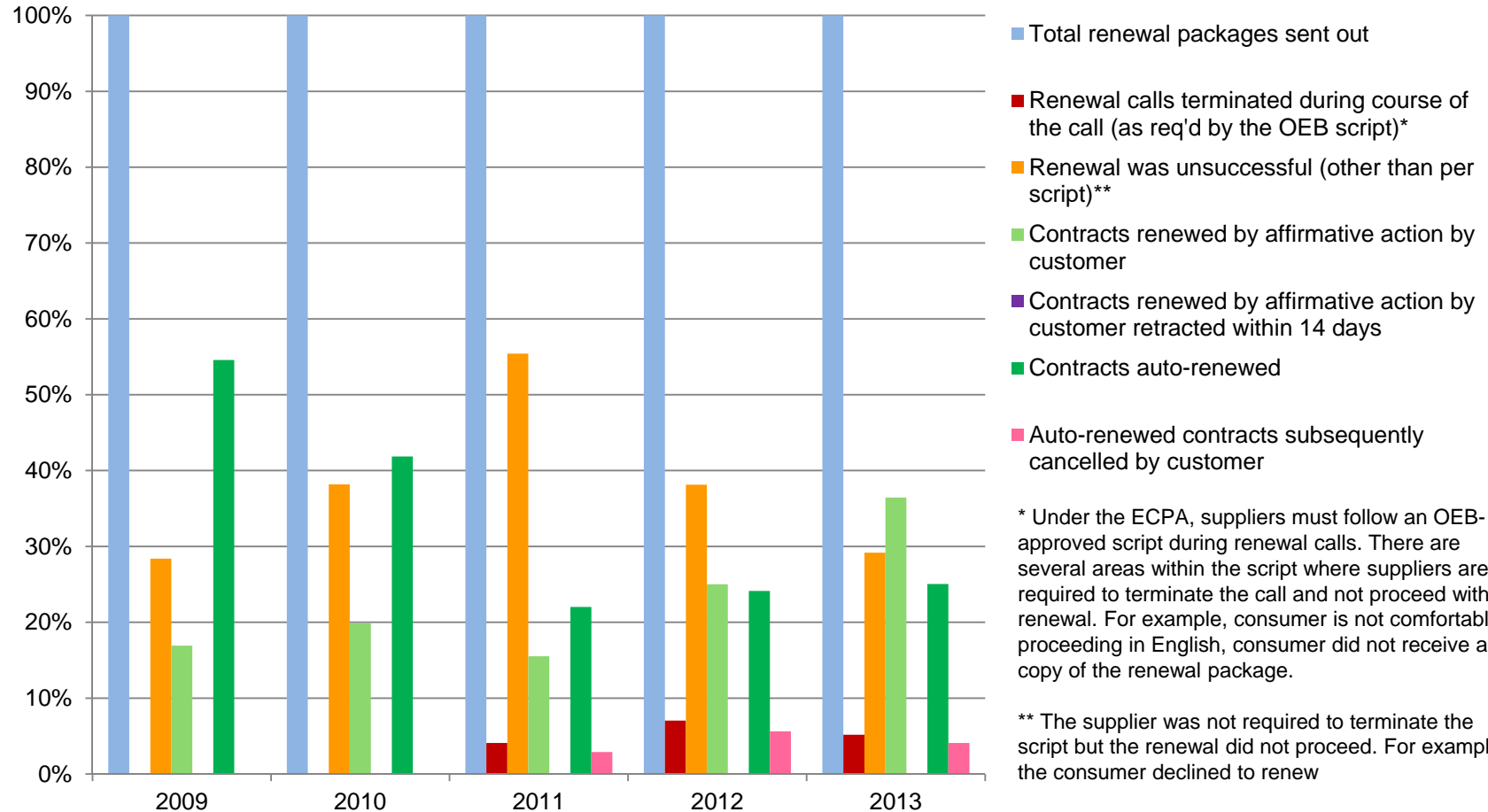
# Expiring Gas Contracts – Renewal Packages Sent

## All Respondents



# Gas Contracts Renewed

## All Respondents



- Total renewal packages sent out
- Renewal calls terminated during course of the call (as req'd by the OEB script)\*
- Renewal was unsuccessful (other than per script)\*\*
- Contracts renewed by affirmative action by customer
- Contracts renewed by affirmative action by customer retracted within 14 days
- Contracts auto-renewed
- Auto-renewed contracts subsequently cancelled by customer

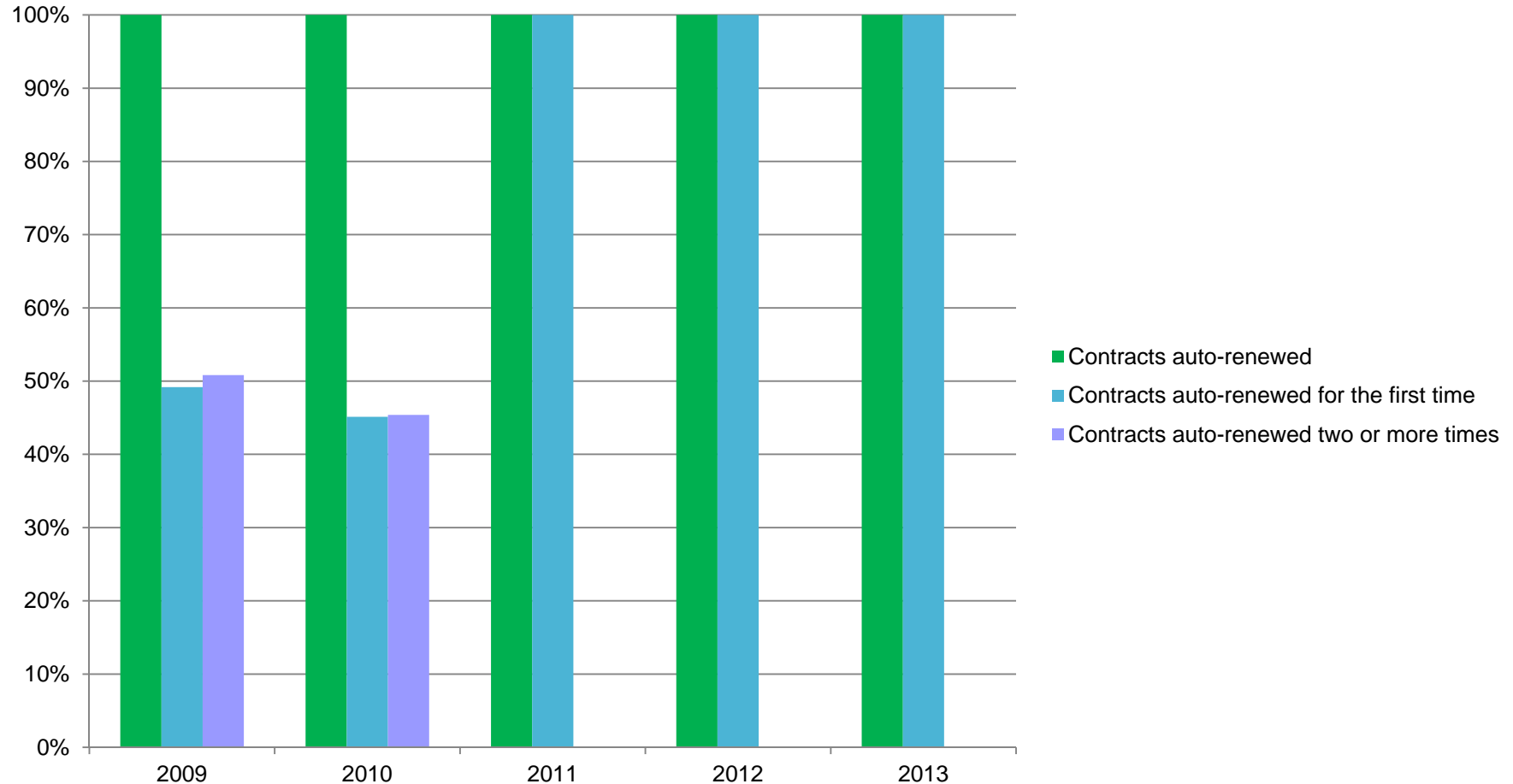
\* Under the ECPA, suppliers must follow an OEB-approved script during renewal calls. There are several areas within the script where suppliers are required to terminate the call and not proceed with renewal. For example, consumer is not comfortable proceeding in English, consumer did not receive a copy of the renewal package.

\*\* The supplier was not required to terminate the script but the renewal did not proceed. For example, the consumer declined to renew



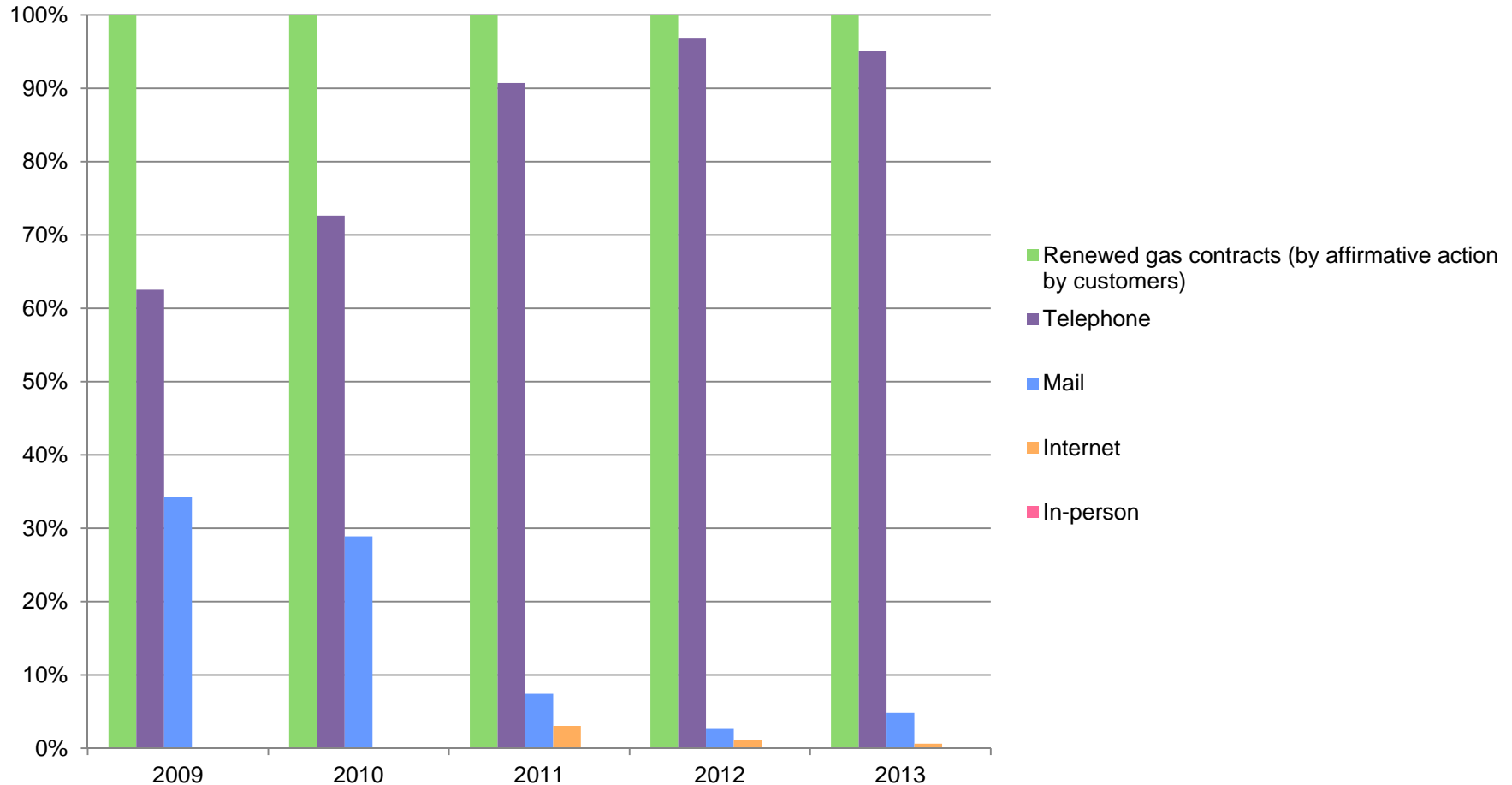
# Gas Contracts – Auto-renewed

## All Respondents



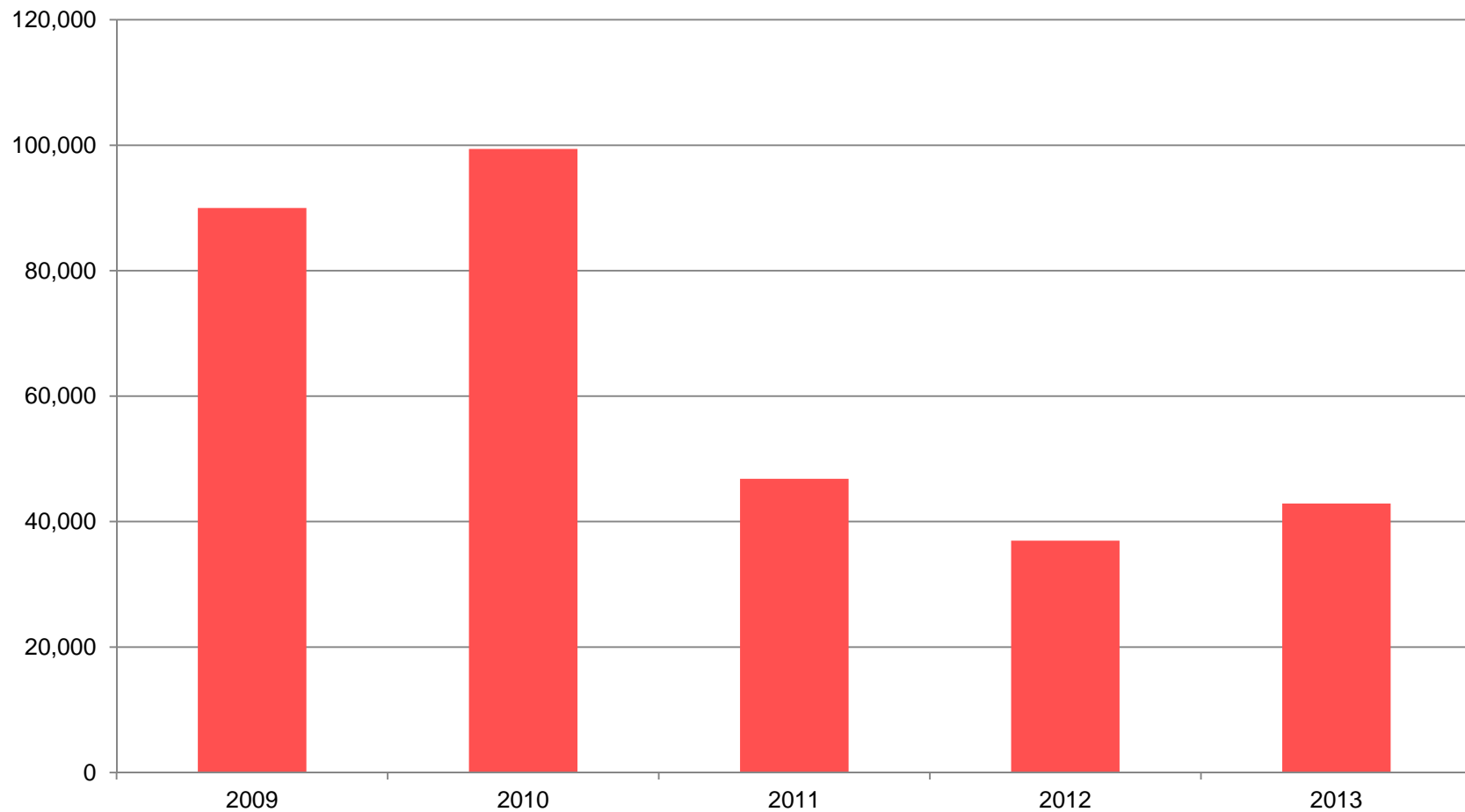
# Renewed Gas Contracts (by affirmative action by customers) – Method of Renewal

## All Respondents



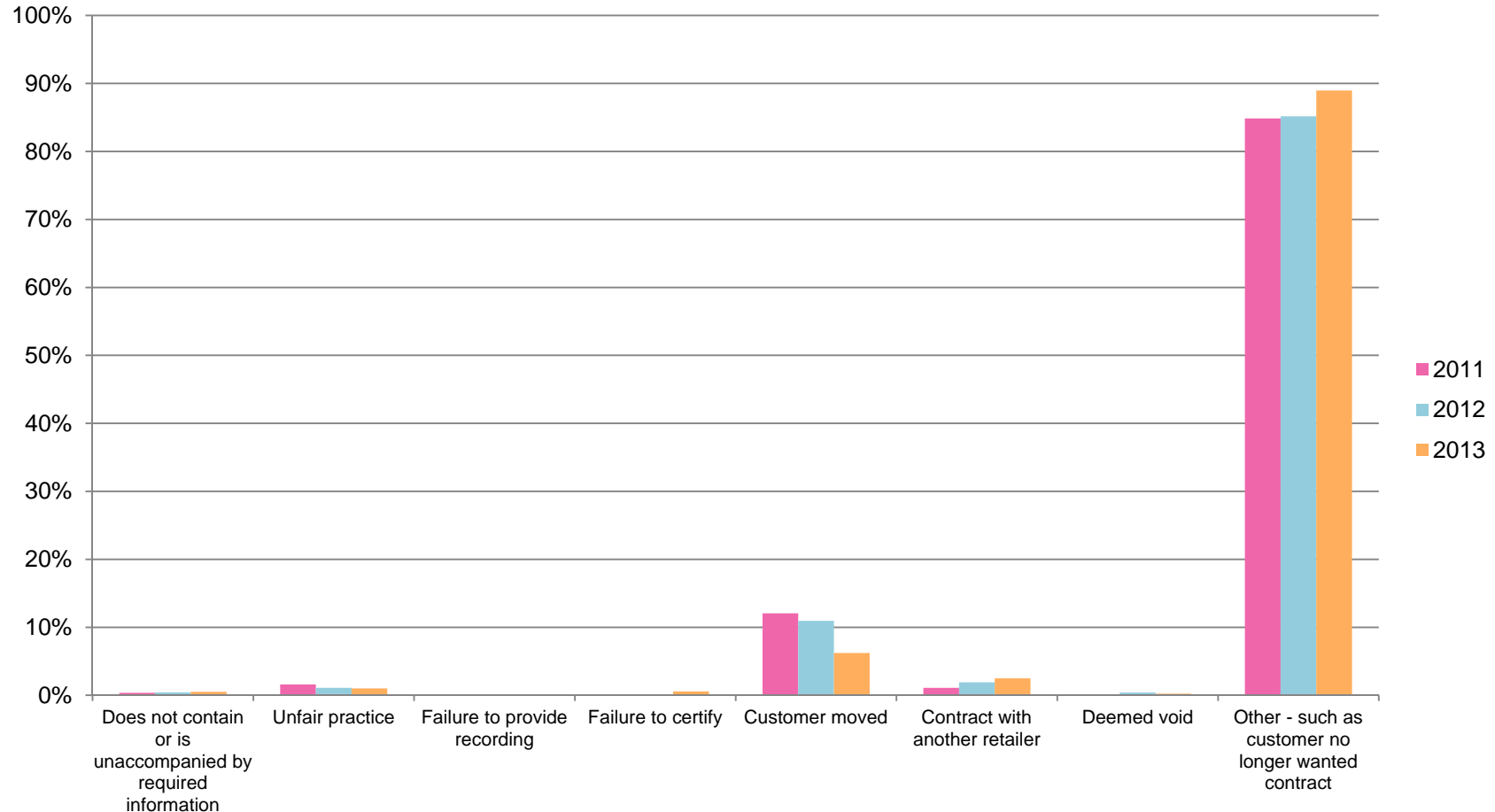
# Gas Contracts Cancelled

## All Respondents



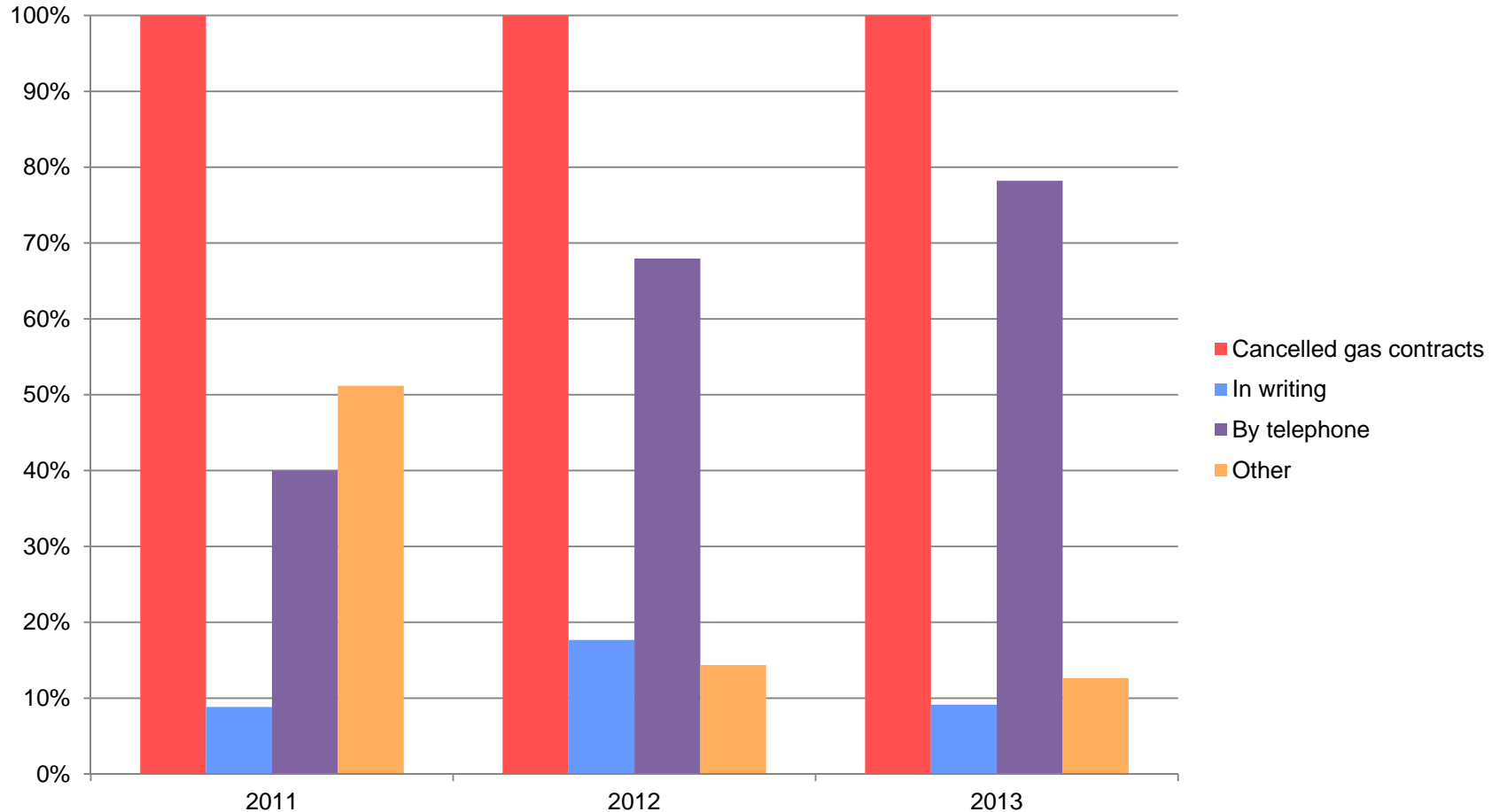
# Cancelled Gas Contracts – Reasons for Cancellation

## All Respondents



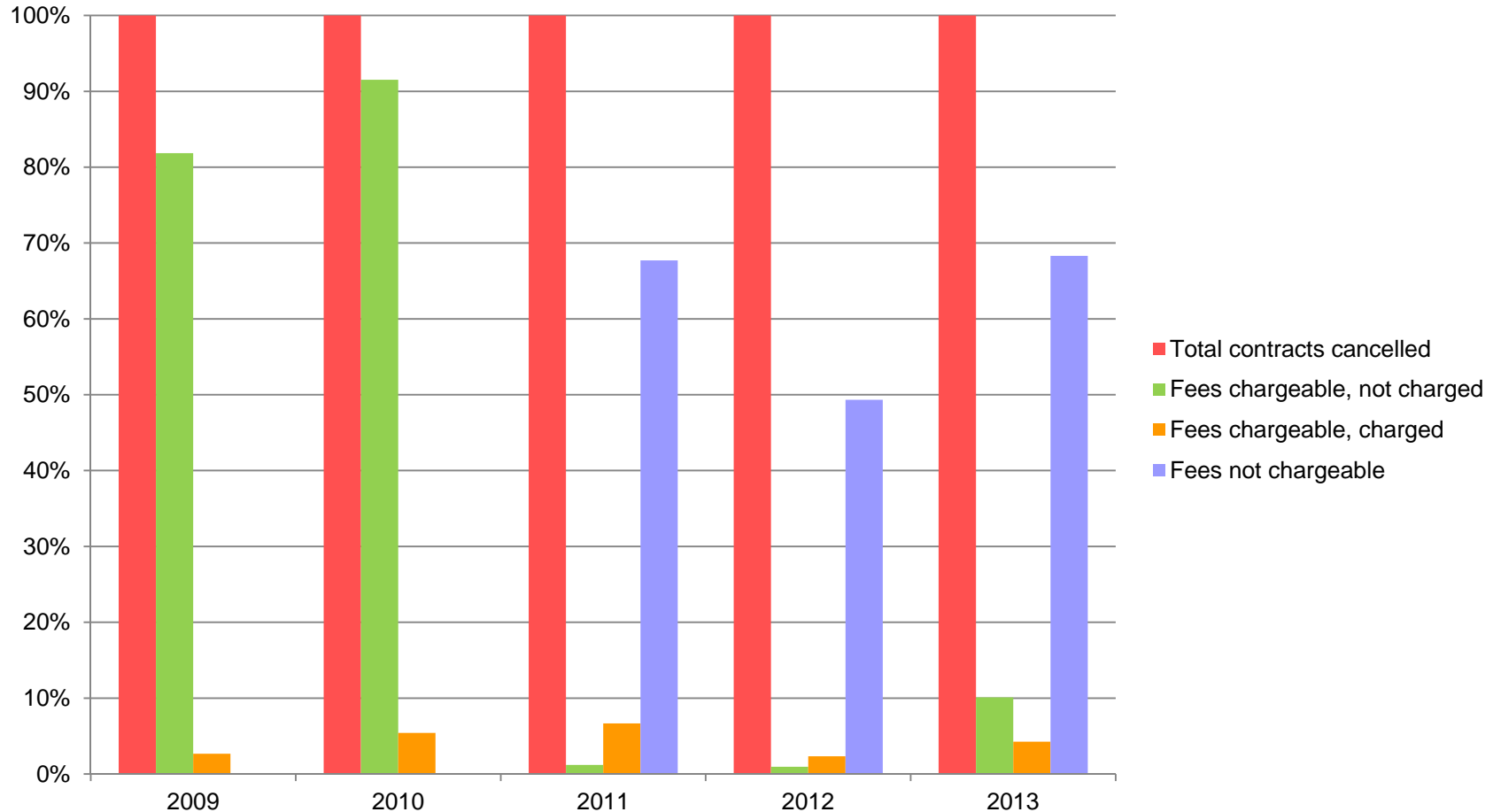
# Cancelled Gas Contracts – Method of Cancellation

## All Respondents



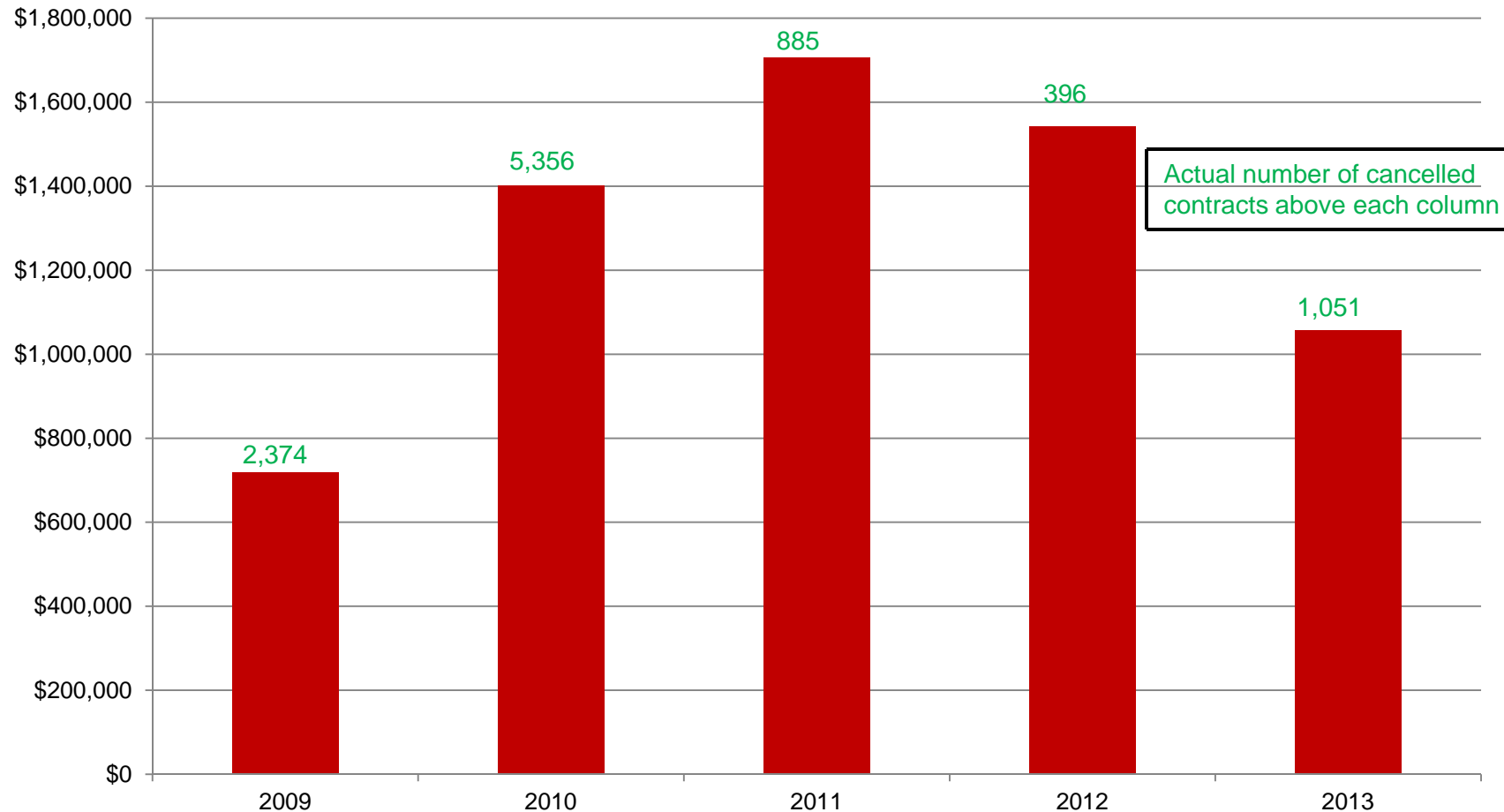
# Cancelled Gas Contracts – Cancellation Fees Charged/Not Charged

## All Respondents



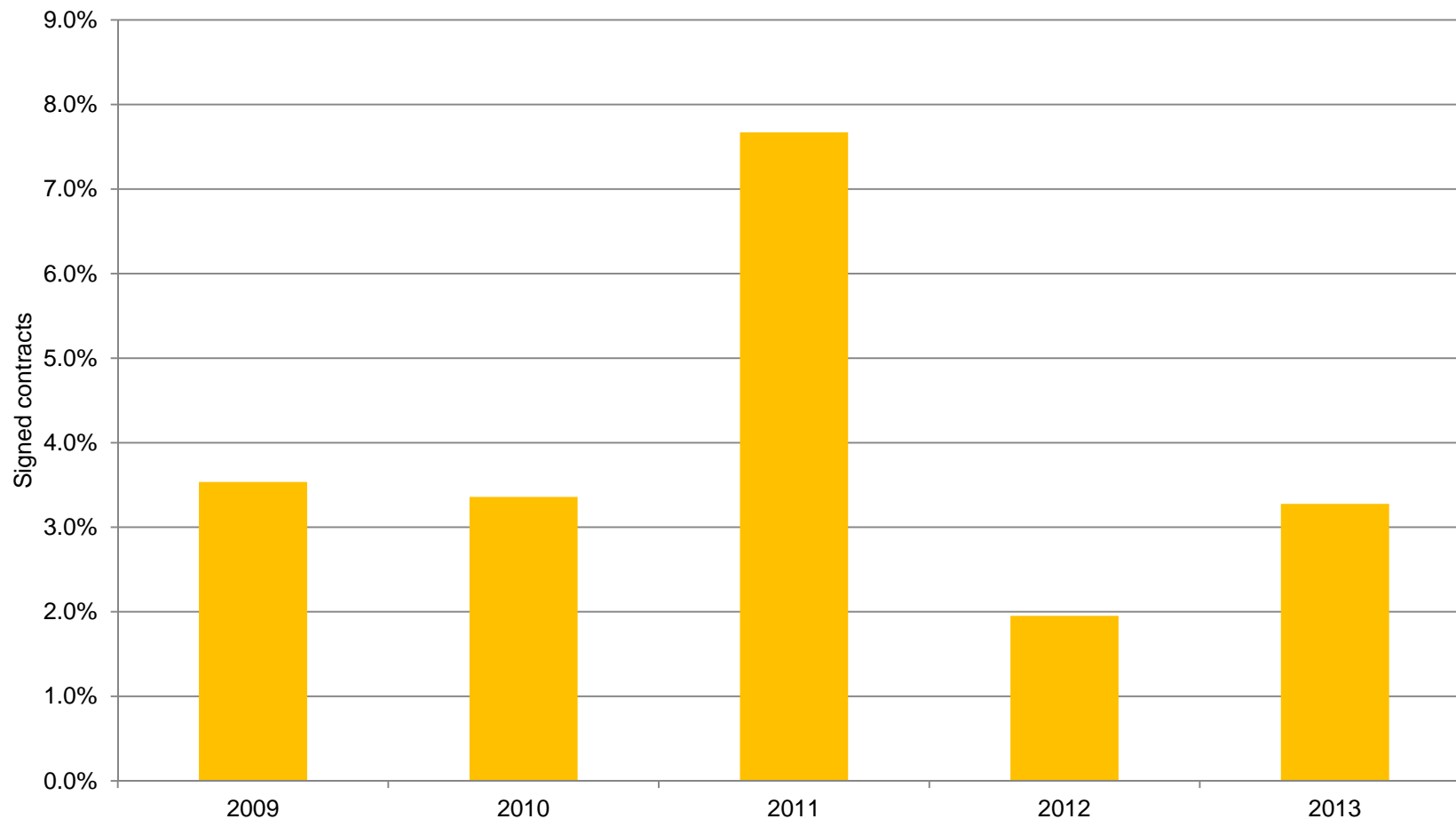
# Cancelled Gas Contracts – Total Cancellation Fees Collected

## All Respondents



# Complaints Received Directly from Gas Customers

## All Respondents



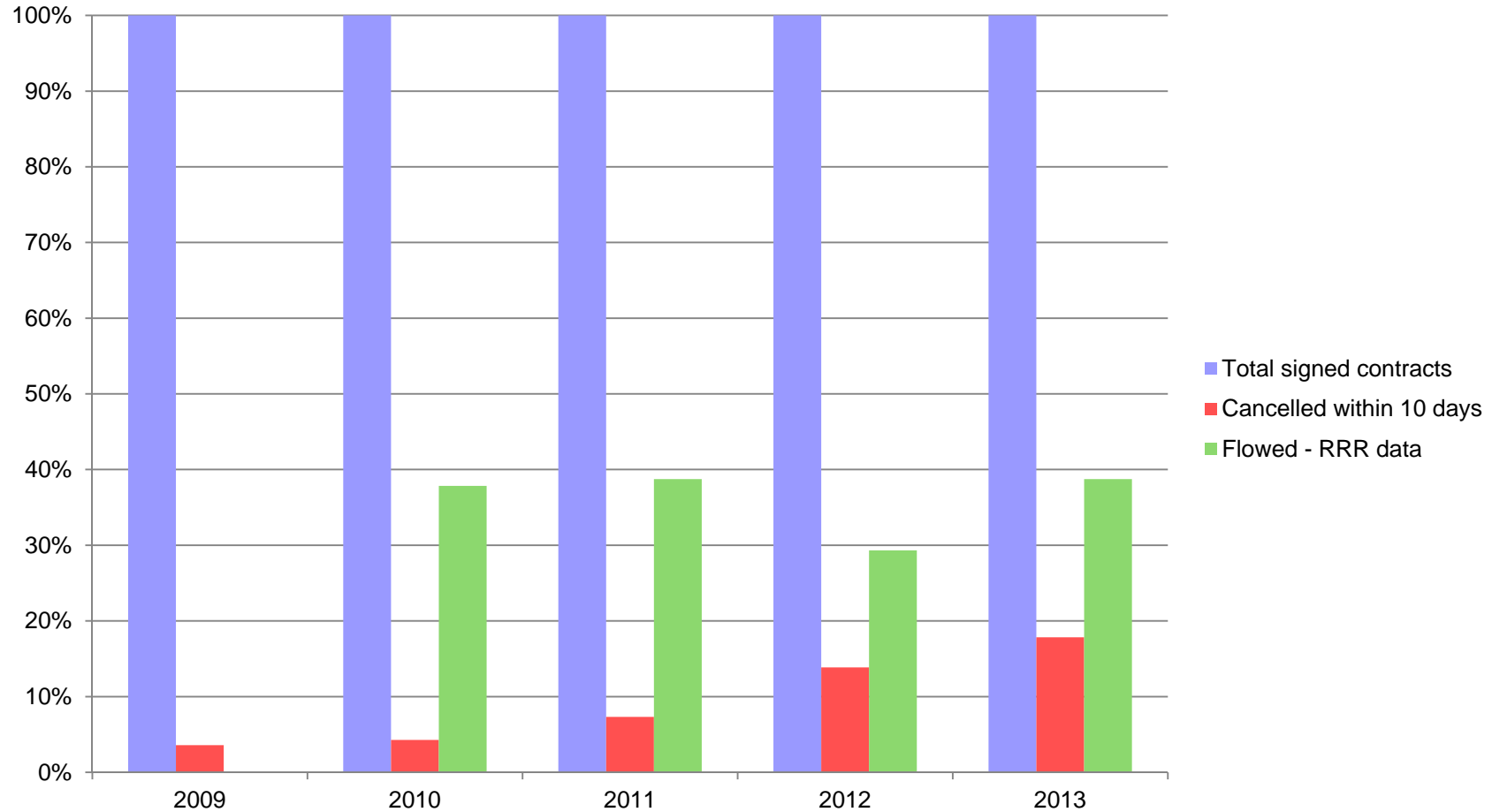


# Summary of Submissions from ECPA Information Request Responses from 11 out of 14 active Electricity Retailers



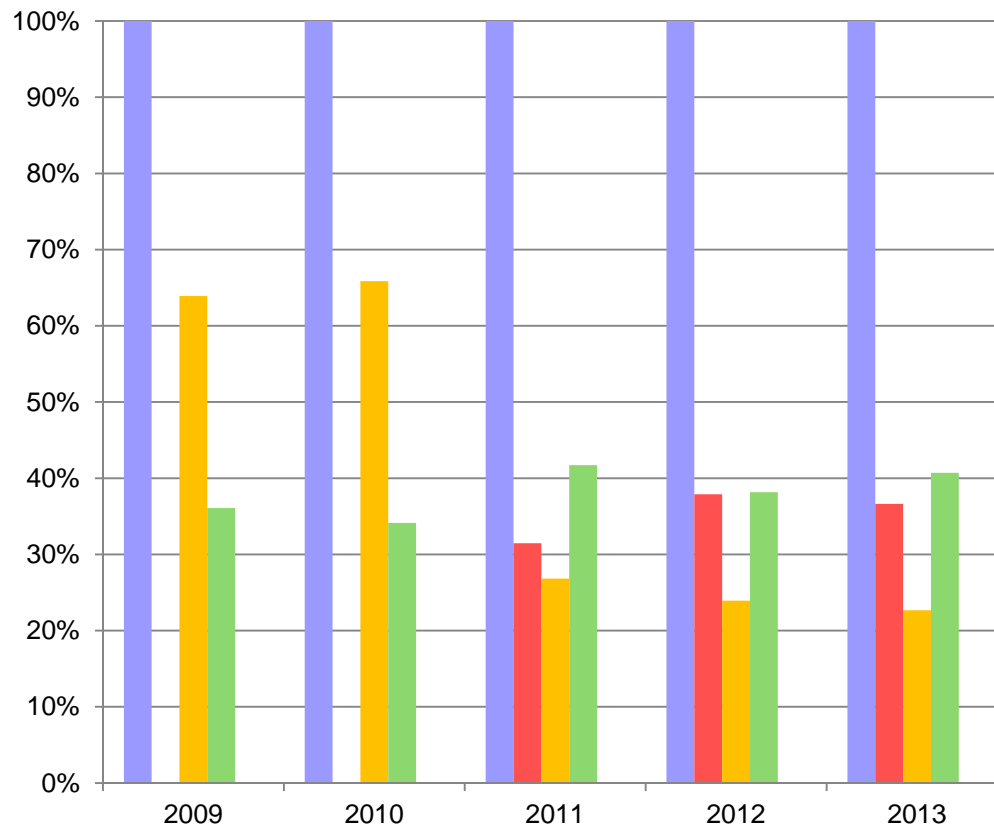
# Signed Electricity Contracts

## All Respondents



# Signed Electricity Contracts where Reaffirmation or Verification Attempted

## All Respondents



- Total contracts signed, where reaffirmation or verification attempted
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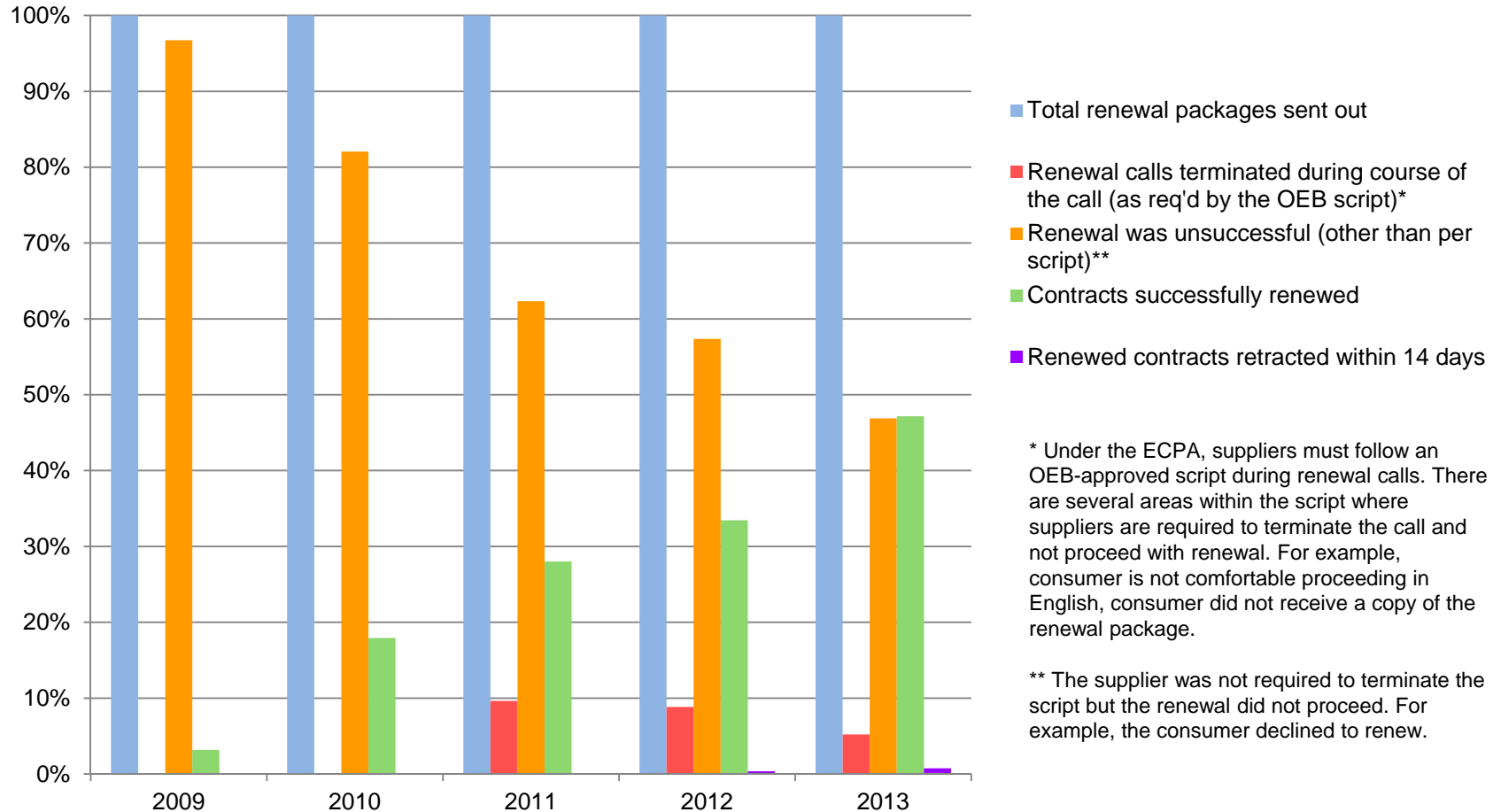
# Expiring Electricity Contracts – Renewal Packages Sent

## All Respondents



# Electricity Contracts Renewed

## All Respondents



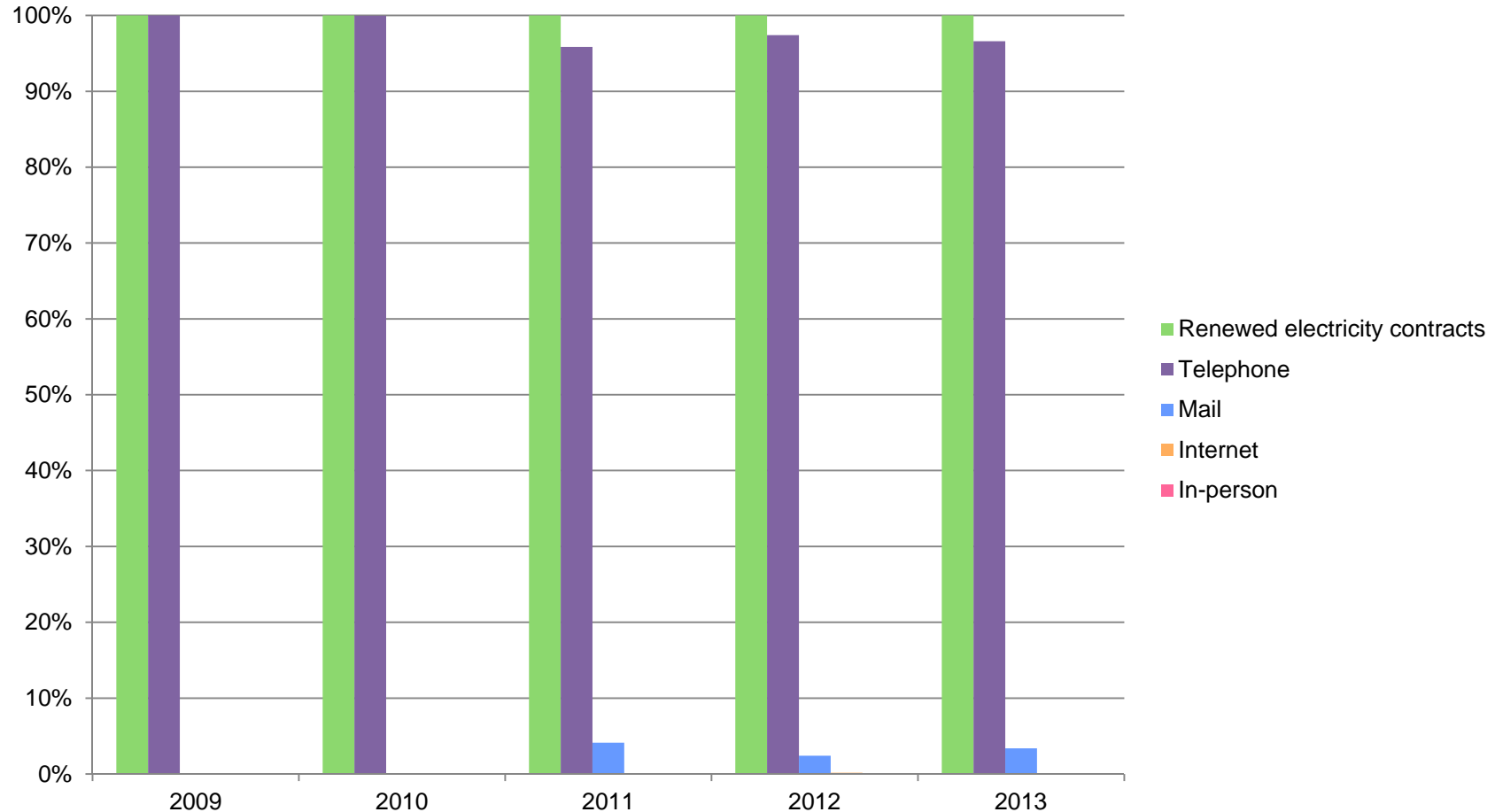
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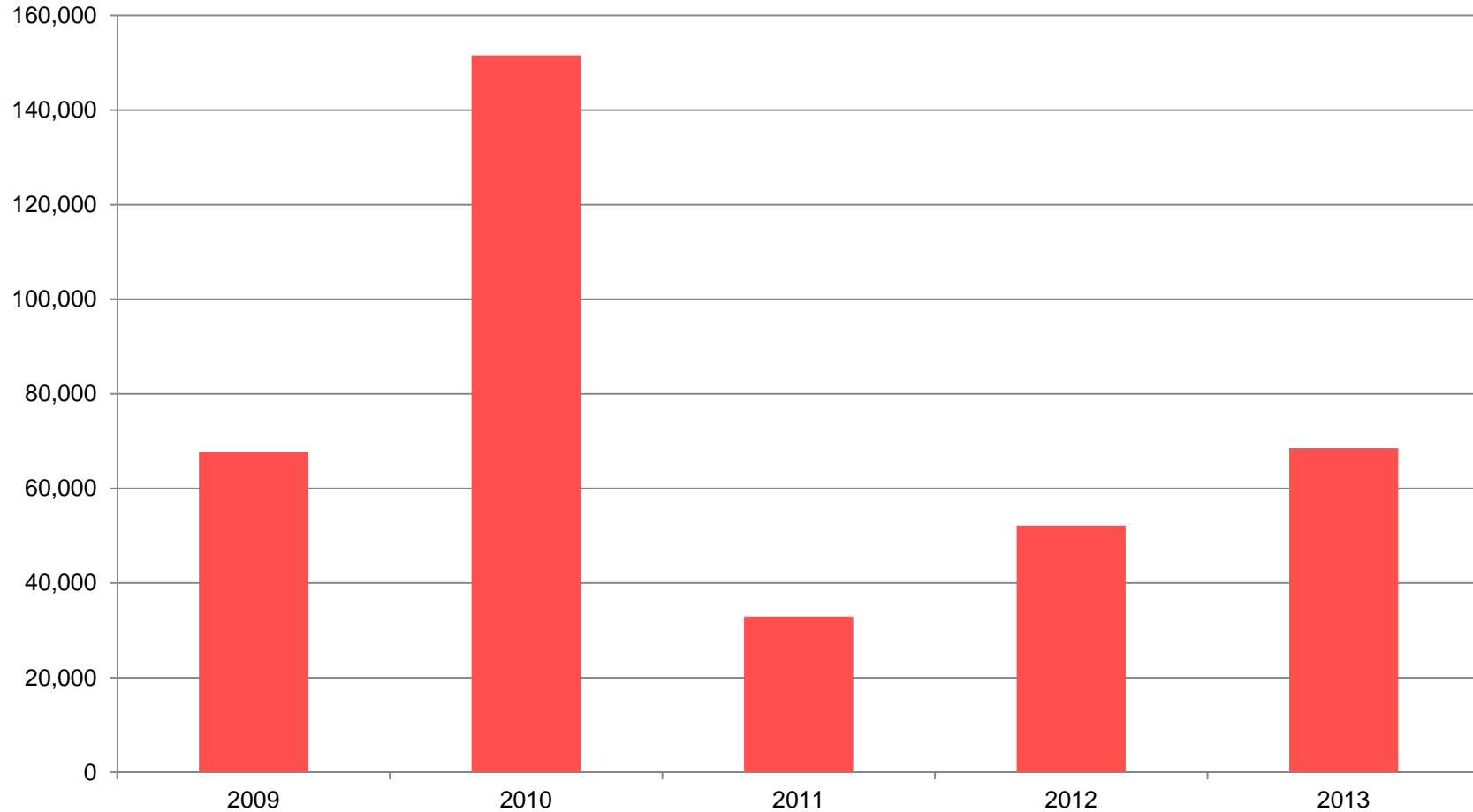
# Renewed Electricity Contracts – Method of Renewal

All Respondents



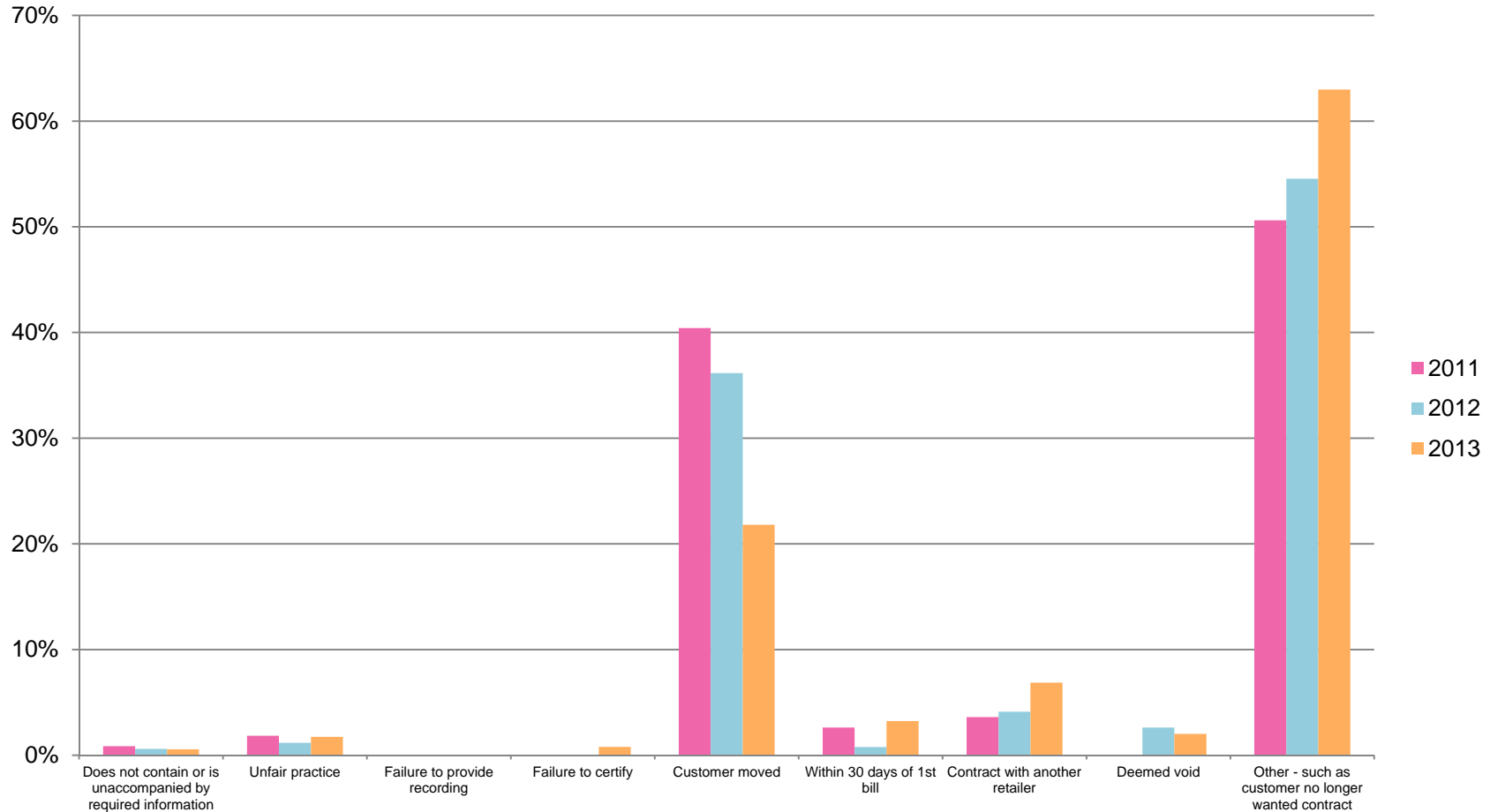
# Electricity Contracts Cancelled

## All Respondents



# Cancelled Electricity Contracts – Reasons for Cancellation

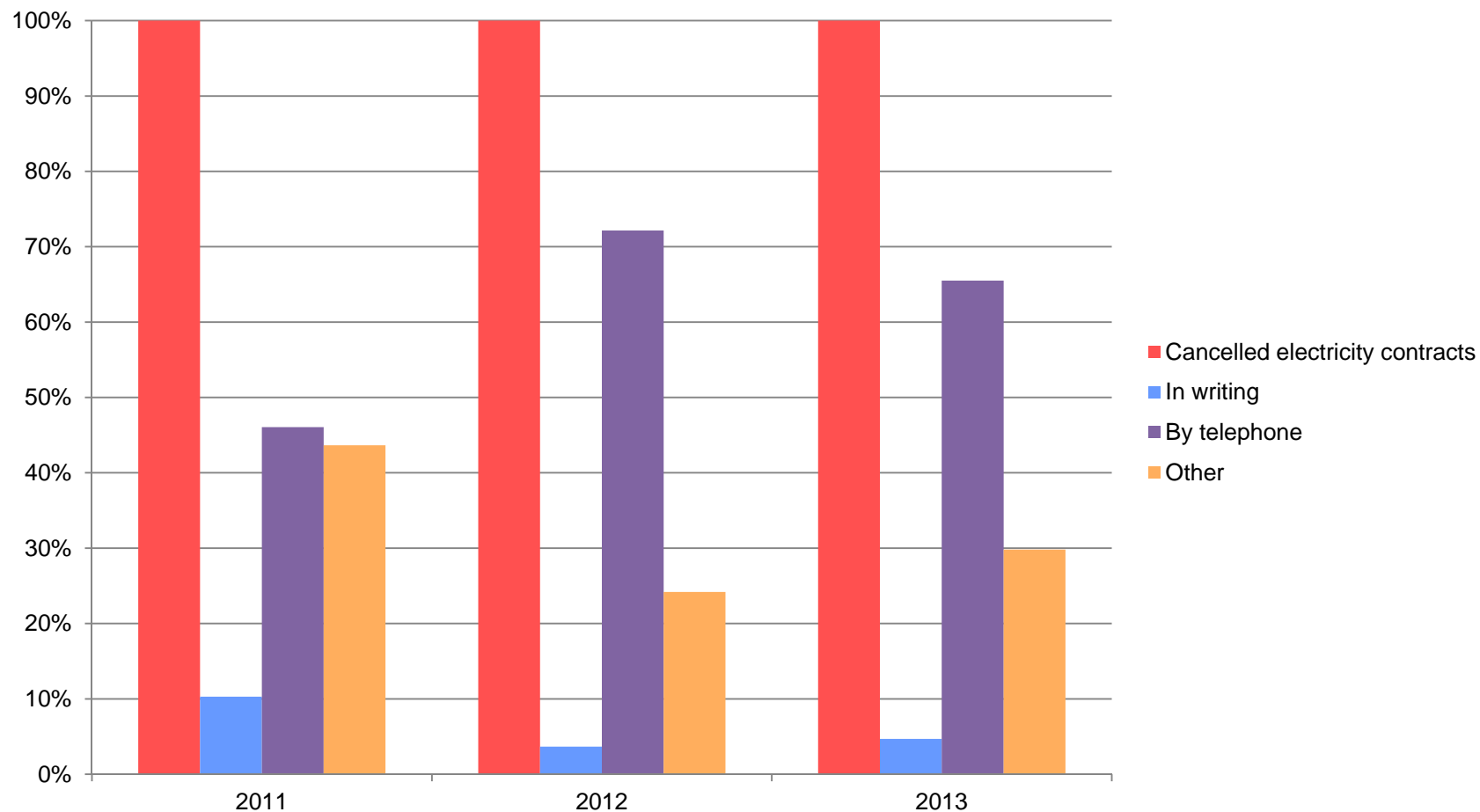
## All Respondents





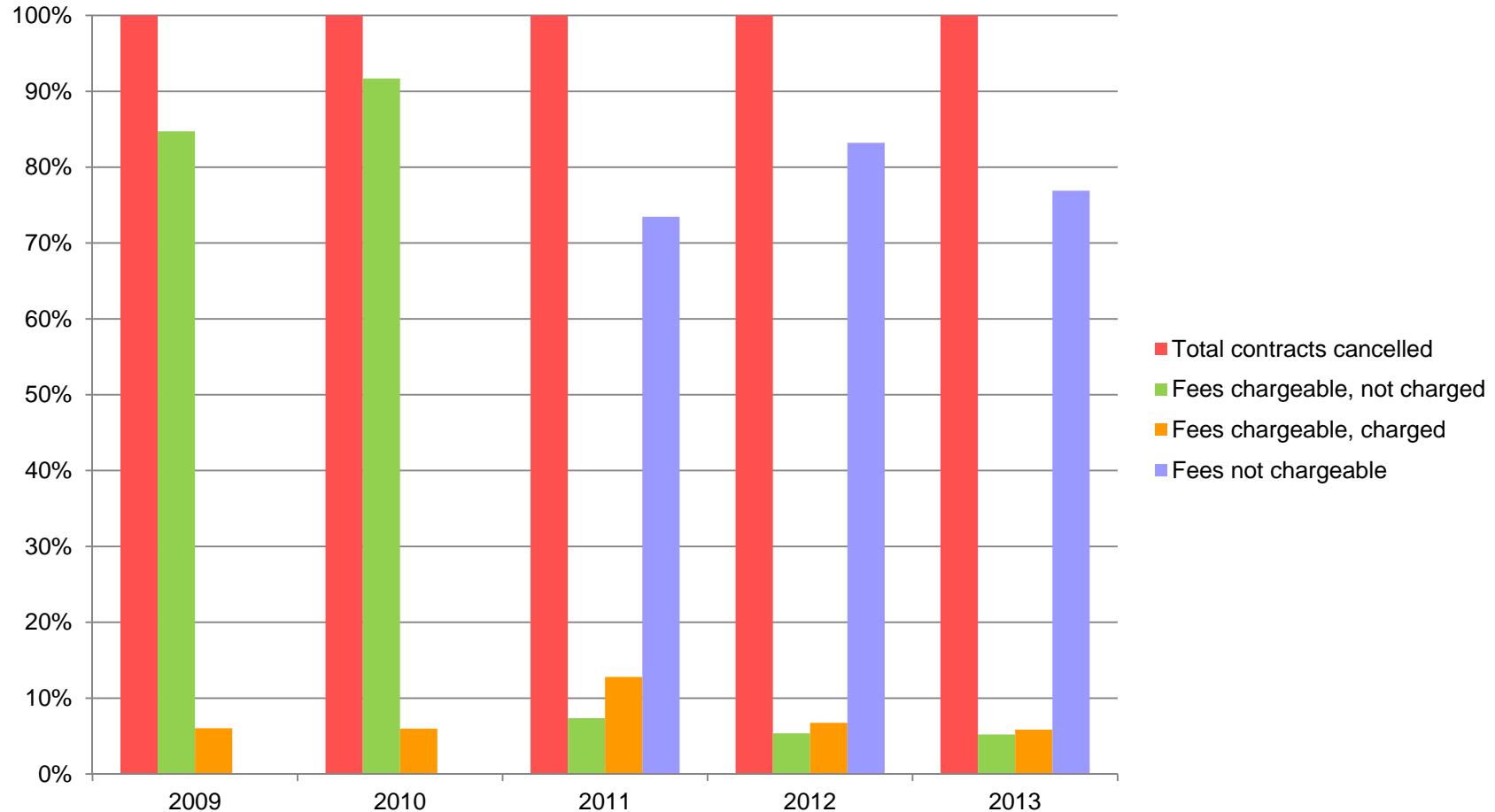
# Cancelled Electricity Contracts – Method of Cancellation

## All Respondents



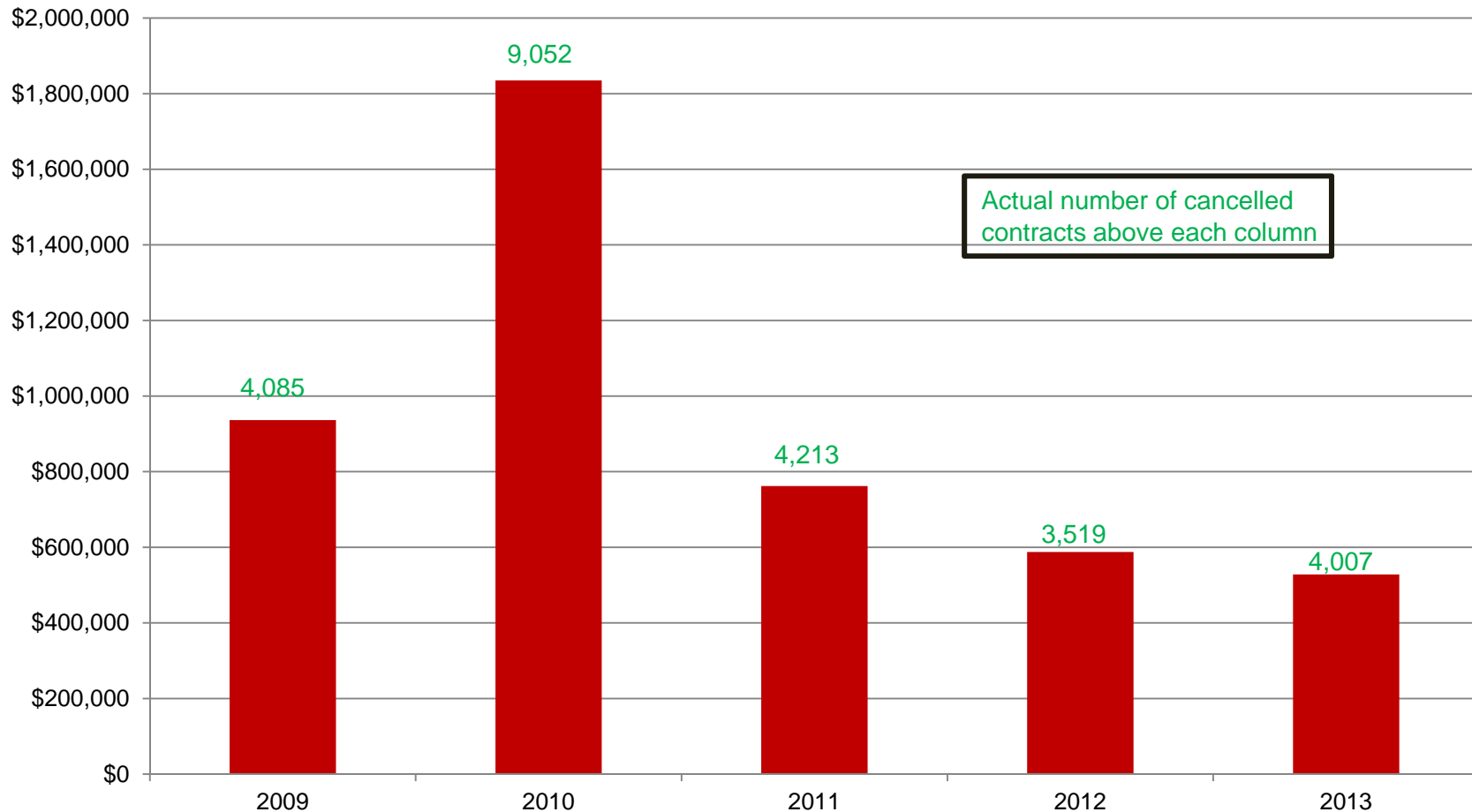
# Cancelled Electricity Contracts – Cancellation Fees Charged/Not Charged

## All Respondents



# Cancelled Electricity Contracts – Total Cancellation Fees Collected

## All Respondents



# Complaints Received Directly from Electricity Customers

## All Respondents

