

Ms. Kirsten Walli
Ontario Energy Board
P.O. Box 2319
2300 Yonge St
27th Floor
Toronto, ON M4P 1E4

EB-2015-0268

November 14th, 2016

Public Meeting: Discussion of Online Verification Process 2017

Dear Ms. Walli;

RECEIVED

NOV 15 2016

ONTARIO ENERGY BOARD

RE: Consultation on Giving Effect to the Ontario Energy Board's Report on the Effectiveness of the Energy Consumer Protection Act, 2010

Introduction

Since our inception in 2014, ONIT Energy's business model has been restricted to selling to small and mid-size commercial businesses; we do not engage in door-to-door residential selling. Most of our sales have been through internet enrollment. It's been our experience that business owners enjoy the convenience of going online at their convenience, 24/7. After reviewing our corporate documentation which is emailed to each customer, they can choose to enroll in one of our programs.

Business owners do not sign contracts at their place of business; we encourage them to self-enrol over the internet should they wish to take advantage of our offerings. Our approach eliminates any urgency for immediate action and the frustration of having a sales agent present. As a result of our approach, our complaint ratio is approximately one third of one percent of our accounts.

Consumer Choice

We live in an era where online means being "in line" with consumer preferences. Consumers want convenience, not encumbrance. Limiting the way in which consumers are allowed to enter into contracts is an impediment to their overall convenience and ultimately, choice.

Put Consumers First

Our statistics indicate that close to half of our customers enrol over the internet approximately 48 hours after meeting with our representative. By having time to research and make an educated choice, our customers stay on contract with us due to an understanding of what they were signing up for in the first place.

ONIT's Online Verification Recommendation

ONIT believes, and the OEB's focus group concurred, that given the choice between a third-party representative asking numerous, lengthy questions over the phone – potentially at an inconvenient time, most

consumers would opt to verify their enrollment online at a time of their choosing. With the prevalence of mobile devices, consumers would also have the added incentive of being able to complete their online verification from any smart phone or tablet.

10-Day Cooling Off Period


ONIT believes that if a consumer wishes to enroll online, then they should also be allowed to verify that enrollment online on the same day. Once they have verified their enrollment, they would still enjoy a 10-day cooling off period thereafter.

Implementation

Step 1

- Consumer initiates online enrollment by checking four mandatory boxes (see figure 1 below).

Division of ONIT Energy GM 2015-0158 / BR 2015-0157

 Ontario Wholesale Energy
GAS & ELECTRIC

Enroll in the PRICE LOCK/HOEP+PLUS Program for a Peace of Mind in Rising Energy Market

Regulatory Compliance and Quality Control

Please take a moment to read thoroughly. You must agree to the following four items to continue:

- I understand that entering and leaving personal information on a public computer is not recommended.
- I understand that Ontario Wholesale Energy does not represent an electricity or natural gas distributor or utility, the Ontario Energy Board, or the Government of Ontario.
- I am the account holder with respect to any contract entered into through this website or I am the account holder's agent for the purposes of entering into this contract.
- An Ontario Wholesale Energy representative may not be present with you in person during your activation.

Energy Solutions for Peace of Mind
Ontario Wholesale Energy Gas & Electric

For more information or for help with your application, please contact us at:
1.844.604.7283 or info@ontariowholesaleenergy.com

Figure 1

Energy Solutions for Peace of Mind

ontariowholesaleenergy.com

Step 2

- Attached to this email would be their customized contract, terms & conditions, price comparison(s), and disclosure statement(s).



Price
Comparison



Contract



Terms



Disclosure
Statement

- Upon completing their online enrollment, the client would receive a second email requesting an online verification.

Step 3

- The client would be required to answer “yes” to all of the questions before the online verification process would commence (see Appendix A) or they would be notified that their online verification was unsuccessful and that we would not be able to enroll them at the current time.

ONIT Energy would be happy to answer any questions and appreciate being given the opportunity to submit our proposal for your consideration.

Sincerely,

Morley Shulman
Director, Compliance & Customer Service
ONIT Energy Ltd.

Energy Solutions for Peace of Mind

ontariowholesaleenergy.com