

Matt, just wanted to take a moment and share with you and your team, when thinking about 2016.

We were in need of change, Direct Energy was spending a significant money and effort to turn our marketing and advertising dollars into new customers, we could get the phone to ring and get customers to respond, but we just couldn't get the inbound conversion rates to anything in the range that made the money and effort viable. We decided a 'champion-challenger' model would be necessary to help give an objective view to how marketing was performing and how our offers we're being received by the customers.

We took a chance with hiring EnergyCare (AGR), as this activity was always handled by our own in house call center team. After some reluctance we gave EnergyCare a shot, and with it they took the business opportunity to heart and delivered, delivered at levels exceed expectations, in fact they didn't just do it for a few weeks, or even a few months, they have been doing it consistently all year. We not only saw EnergyCare meet and exceed our conversion expectations, our internal center also improved due to the champion-challenger environment.

EnergyCare has worked hard and delivered conversion rates that no other vendor or in house group could match. At times when outsourcing such work you find maybe an increase in conversion, but with it you get quality and customer experience to drop significantly, this just didn't happen, instead we got both a much higher conversion and a decreased customer cancellation post enrollment. If you want an ethical inbound center to give you higher than expected sales conversion, I highly recommend EnergyCare, you'll be in good hands.

Best Regards,

Dave Schotz | Head of TeleSales

Direct Energy | North America Home

Direct 602.489.4317

1401 S. 52nd St. | Tempe, AZ 85281

david.schotz@directenergy.com | [www.directenergy.com](http://www.directenergy.com)

