

August 30, 2016

Sent by mail to:

Kirsten Walli, Board Secretary
Ontario Energy Board
P.O. Box 2319
2300 Yonge Street, 26th Floor
Toronto, ON
M4P 1E4

Dear Ms. Walli

**Re: Electricity Retailer License Renewal; Canadian RiteRate Energy Corporation –
EB-2016-0221**

Attached to this letter, we kindly submit responses to the OEB Staff Interrogatories dated August 25th 2016 for Canadian RiteRate Energy Corporation; EB-2016-0221.

If you have any questions at all, please do not hesitate to contact me at the information below.

Sincerely,

Canadian RiteRate Energy



Imran Noorani
Vice President
Canadian RiteRate Energy Corporation
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1. Ref: Section 11 Corporate Organization - Electricity Retailer Licence Application Form

a) Does Canadian RiteRate plan on keeping its original business model of only online enrolments for low-volume consumers? If not, please identify all sales channels it intends to use.

Answer: Yes, Canadian RiteRate Energy Corporation ("RiteRate") plans to continue to keep its original business model of online only enrolments for low-volume consumers.

2. Ref: Section 14 Legal Proceeding - Electricity Retailer Licence Application Form

a) Please describe the processes and procedures in place or to be put in place to expeditiously investigate and resolve complaints as required in the Electricity Retailers Code of Conduct.

Answer: RiteRate continues to believe that its current process for investigating and resolving complaints is successful. Due to the low volume of complaints received (averaging 1 per year as evidenced in Section 14.g of our Electricity Retailer License Application), RiteRate is able to give priority and attention to each complaint it receives, or to complaints received through the Ontario Energy Board ("OEB").

As we continue to use an online only model, we do not employ verification agents and sales agents in the low volume segment. Additionally, we do not utilize a call centre and all calls are taken directly by 3 core staff at RiteRate's office. Core staff include Tim Nerbas (Founding Partner and President), Imran Noorani (Vice President) and Nathan Kathiresu (Manager, Customer Operations). All staff are well versed in regulatory compliance matters and have a long standing history and background in the sector. For example, Nathan has over 20 years of customer service experience in the energy sector specifically.

Our policies, practices and procedures are summarized as follows:

- All complaints are addressed immediately and given priority amongst other tasks at hand
- All communication is documented through notes on the consumer files and is reviewed during communication with consumers
- All communications (in the form of email and letters) are both physically and electronically filed for quick referencing
- Beyond ensuring compliance, all consumers are dealt with fairly and equally
- All complaints are discussed internally amongst staff to determine best approaches
- The office is intentionally setup with an open concept so that core staff sit across from each other and can monitor daily procedures collectively. This is also intended for the purposes of addressing consumer complaints, so that differing views on the matter can be discussed and explored amongst staff

- All complaints are noted in a separate system for internal tracking purposes, for reporting purposes and to inform product design and modifications
- Through system design, RiteRate can make changes to terms and conditions for future customers within the same day to resolve issues that may arise from uncertainty in terms and conditions

b) Please describe the staff, policies, processes and procedures in place or to be put in place to ensure compliance with the legal and regulatory obligations in Ontario. Please provide the names, titles and contact information of all individuals that will be accountable for compliance, complaint handling, and quality assurance and describe fully their expertise in this area. If work experience descriptions of these individuals have not already been provided please include them with the response to these interrogatories.

Answer: At RiteRate, legal and regulatory compliance matters are monitored and addressed by both Tim Nerbas (Founding Partner and President) and Imran Noorani (Vice President). Both individuals have been named as Key Individuals in the application, providing background, contact information, and titles.

Expertise for both Tim and Imran have been developed throughout their cross-functional experience in the energy sector, involvement in OEB consultations, input into development of regulations, and so on.