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**BRITISH COLUMBIA  
UTILITIES COMMISSION**

**ORDER  
NUMBER A-36-10**

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**IN THE MATTER OF  
the Utilities Commission Act, R.S.B.C. 1996, Chapter 473**

and

**Just Energy (B.C.) Limited Partnership  
Application to Approve the Inbound Sales Reaffirmation Script  
Customer Choice Program**

**BEFORE:** L.F. Kelsey, Commissioner  
D.A. Cote, Commissioner

November 18, 2010

**O R D E R**

**WHEREAS:**

- A. British Columbia Utilities Commission (Commission) Order A-11-10 dated June 17, 2010 modified the Code of Conduct for Gas Marketers (Code of Conduct), specifically Article 32 on Third Party Verification (TPV) establishing a standardized TPV call script;
- B. By Order A-13-10, the Commission approved Just Energy (B.C.) Limited Partnership's (Just Energy) requested additions to the TPV script with respect to its green program, Green Energy Option (GEOgas), a product offering included in its natural gas agreement;
- C. The Commission approved by Order A-15-10, Just Energy's further amendment to the TPV script to include a closing statement prior to terminating the TPV call where it receives a "no" response from the customer on questions requiring an affirmative response;
- D. On October 26, 2010, Just Energy applied to the Commission for approval of an Inbound Sales Reaffirmation Script (Script). The Script is intended for customers who telephone Just Energy to enquire and/or enrol in its Natural Gas Fixed Price Program. The Script essentially contains three sections: first, Just Energy's company information and product offering under the Customer Choice Program; second, questions verifying customer details; and third, questions to confirm the essential elements of the contract, which is based from Just Energy's amended standardized TPV script;
- E. On November 16, 2010, in response to the Commission's suggestion, Just Energy filed a revised Script and advised that the first two sections of its Script relating to its company information and product offering and the questions verifying customer details are not intended to be prescriptive but to provide a guideline to its customer service representatives in anticipation of questions from customers. The third section, which contains questions from the standardized TPV script are to be completed verbatim.

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**NOW THEREFORE** pursuant to section 71(1) of the *Utilities Commission Act* the Commission approves Just Energy's Inbound Sales Reaffirmation Script, with minor modifications.

1. The first and second sections of the Script relating to Just Energy's company information and product offering under the Customer Choice Program; and questions verifying the customer's information will serve as a guide for Just Energy's customer service representatives.

If there is any deviation from Just Energy's Script relating to these two sections, it must ensure that the customer is provided with information that is accurate and compliant with the Code of Conduct. If a dispute is logged, the Commission will review if the information provided to the customer during this telephone call is in accordance with the Code of Conduct.

2. The third section of the Script relates to questions based from the approved standardized TPV script of Just Energy and must be used verbatim.
3. The Script as approved is attached as appendix to this Order.

**DATED** at the City of Vancouver, in the Province of British Columbia, this        18<sup>th</sup>        day of November 2010.

BY ORDER

*Original signed by:*

D.A. Cote  
Commissioner

Attachment

### Just Energy's Inbound Reaffirmation Sales Script

*Customer calls in to request to be placed on the program, an agreement must be sent out for them to sign and return in order to be successfully placed on the program.*

Absolutely, I can assist you with that. I simply need to confirm some of your personal information but before we proceed, I would like to reiterate the program details.

#### Key Details to mention

- Just Energy is one of North America's leading retailers of energy.
- Just Energy serves markets in B.C., Ontario, Alberta, Manitoba, Quebec and the US.
- Our Natural Gas Fixed Price Program protects your natural gas supply cost at the rate of [RATE]/GJ for as long as 5 years.
- Just Energy's Natural Gas Fixed Price Program offers peace of mind, stability and protection by limiting your exposure to energy market supply prices, which are subject to change.
- This allows our customers ability to budget their energy supply more effectively.
- We will send renewal information with the new terms and conditions ahead of time. If you don't want to renew, simply let us know within 30 days of receipt of the renewal offer.

To take advantage of this offer and protect yourself from energy market supply prices, which are subject to change, with our Natural Gas Fixed Price Program, I need to confirm some details.

[Customer Name] would like to secure your rate on our [Term] year Fixed Price Program for a rate of [Rate]? (Pause for positive acknowledgement).

IF YES - Great! (Proceed with the script and obtain the customer's details).

Just to let you know, we record this call in its entirety in compliance with BC Utilities Commission rules. The Commission may use the information gathered in this verification call to rule on any disagreement that may arise in the future.

Thank you. I just need to ask you a few verification questions – is that ok?

1. Customer/Business full name?
2. Business – What is your title/position within the company?
3. And your full address including the postal code is?
4. May I please have your account number as it appears on your Utility bill?
5. And your Premise ID Number is?
6. Is this the best telephone number to contact you?
7. Business - [Signee Name], do you understand that you are entering into a binding agreement today for the supply of energy for your company? (Pause for positive acknowledgement)

#### If Speaking To Business Proceed With the Following Questions

And are you the individual responsible for entering into and securing agreements like this [Term] year Fixed Price Program for your organization? (IF NO - proceed with probing questions below)

- [Signee Name] as the [Title/Position] for [Company Name] have you entered into a long term, financially binding agreement on behalf of the company in the past?

- Thank you and you currently still have the authority to bind agreements, correct? (IF NO - Proceed to question below)
- Is there a more senior individual that we should speak to regarding the decision on this agreement? If so, who would that be?

I'm almost done and just need to confirm some mandatory information in order to enroll you in our program. Is that ok? (Pause for positive acknowledgment.)

1. Are you the Terasen Gas account holder? Y/N

If no - are you authorized to enter into an agreement for this residence/premise on behalf of the account holder? Y/N

If no - Unfortunately, your enrollment with Just Energy cannot continue since you answered "no" to this question. Just Energy is required to terminate this call and you will not be enrolled in Just Energy's Natural Gas Fixed Price Program. Should you have any questions or require additional information on our products and or services, please contact us at 1.866.587.8674.

2. Do you understand that Just Energy is completely independent of Terasen Gas or the government? Y/N

If no - Unfortunately, your enrollment with Just Energy cannot continue since you answered "no" to this question. Just Energy is required to terminate this call and you will not be enrolled in Just Energy's Natural Gas Fixed Price Program. Should you have any questions or require additional information on our products and or services, please contact us at 1.866.587.8674.

3. Do you understand that Just Energy will become your natural gas supplier and Terasen Gas will remain responsible for invoicing, emergency service, and delivery? Y/N

If no - Unfortunately, your enrollment with Just Energy cannot continue since you answered "no" to this question. Just Energy is required to terminate this call and you will not be enrolled in Just Energy's Natural Gas Fixed Price Program. Should you have any questions or require additional information on our products and or services, please contact us at 1.866.587.8674.

4. Do you understand that entering into an agreement with our company is entirely voluntary? Y/N

If no - Unfortunately, your enrollment with Just Energy cannot continue since you answered "no" to this question. Just Energy is required to terminate this call and you will not be enrolled in Just Energy's Natural Gas Fixed Price Program. Should you have any questions or require additional information on our products and or services, please contact us at 1.866.587.8674.

5. Do you understand that we will be supplying your natural gas at a fixed rate of "PRICE" for a term of "TERM" years? Y/N

If no - Unfortunately, your enrollment with Just Energy cannot continue since you answered "no" to this question. Just Energy is required to terminate this call and you will not be enrolled in Just Energy's Natural Gas Fixed Price Program. Should you have any questions or require additional information on our products and or services, please contact us at 1.866.587.8674.

6. Do you understand and agree to pay an additional "INDIVIDUAL GEO PRICE" for "SELECTED GEO UNIT(s)" unit(s) of GEOgas? Y/N

If no - the Customer will not be charged the GEOgas price and will not be enrolled in the green option. (Skip question # 7 and proceed to Question # 8)

7. Do you understand that your total Natural Gas Fixed Price rate including your GEOgas price will be your "TOTAL PRICE"? Y/N

Your total GEOgas charge will be included with your Cost of Gas on your Utility bill.

If no - Unfortunately, your enrollment with Just Energy cannot continue since you answered "no" to this question. Just Energy is required to terminate this call and you will not be enrolled in Just Energy's Natural Gas Fixed Price Program. Should you have any questions or require additional information on our products and or services, please contact us at 1.866.587.8674.

8. Do you understand that by signing a fixed rate agreement, you may not save money? Y/N

If no - Unfortunately, your enrollment with Just Energy cannot continue since you answered "no" to this question. Just Energy is required to terminate this call and you will not be enrolled in Just Energy's Natural Gas Fixed Price Program. Should you have any questions or require additional information on our products and or services, please contact us at 1.866.587.8674.

9. We will mail you a welcome letter, a copy of the Standard Information Booklet entitled "It's Your Choice" and a copy of your agreement with the terms and conditions outlining the rate and term. Do you understand that you are required to fill out the agreement, sign it and send it back to us in the enclosed self addressed postage paid envelope in order to be enrolled on our program? Y/N

If no - Unfortunately, your enrollment with Just Energy cannot continue since you answered "no" to this question. Just Energy is required to terminate this call and you will not be enrolled in Just Energy's Natural Gas Fixed Price Program. Should you have any questions or require additional information on our products and or services, please contact us at 1.866.587.8674.

10. Do you understand that you have 10 days from the date your signed agreement is received by Just Energy and submitted to your utility in order to cancel this agreement without penalty? Y/N

If no - Unfortunately, your enrollment with Just Energy cannot continue since you answered "no" to this question. Just Energy is required to terminate this call and you will not be enrolled in Just Energy's Natural Gas Fixed Price Program. Should you have any questions or require additional information on our products and or services, please contact us at 1.866.587.8674.

11. Do you understand that following your 10-day cancellation period, you can only make a request to cancel your Agreement on its anniversary date and you will have to pay us an early termination fee and provide early notice? Y/N

If no - Unfortunately, your enrollment with Just Energy cannot continue since you answered "no" to this question. Just Energy is required to terminate this call and you will not be enrolled in Just Energy's Natural Gas Fixed Price Program. Should you have any questions or require additional information on our products and or services, please contact us at 1.866.587.8674.

12. You will receive a letter from Terasen Gas confirming your enrollment with Just Energy which will also outline your last day to cancel the agreement.

Thank you for your time and if you have questions please contact us at the contact information provided on your Agreement.

We recommend that you review the terms and conditions of your agreement and read the "It's Your Choice" booklet before your 10-day cancellation period expires. This information will be included in your package.

Please note that should we not receive a copy of the agreement filled out and signed, we will not be able to place you on our Fixed Price Program.