

# Stevens & Lee

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June 16, 2023

**Via Electronic Filing**

Secretary Rosemary Chiavetta  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street  
Harrisburg, PA 17120

**Re: Application of Rhythm Retail, LLC for Approval to Offer, Render, Furnish or  
Supply Electric Generation Services as a Supplier  
Docket No. A-2023-3041216**

Dear Secretary Chiavetta:

Following the docketing of the Application of Rhythm Retail, LLC to provide service as an Electric Generation Supplier throughout the Commonwealth, it was noticed that some information included in Exhibits 2 and 5 to the Application required correction.

Enclosed please find replacement Exhibits 2 and 5 to the Application. Kindly replace the originally filed Exhibits 2 and 5 with these replacement versions, and remove the originally filed versions from the public record.

Thank you, and please feel free to contact me with any questions or concerns.

Sincerely,  
STEVENS & LEE



Michael A. Gruin, Esq.

Enclosures

**EXHIBIT 2**  
**LIST OF OFFICERS /MANAGERS AND**  
**RESUMES**

**Exhibit 2**  
**OFFICERS AND EXECUTIVES**

**Officers**

**Predrag Popovic**

**Co-Founder and CEO**

24 Greenway Plaza. Suite 610,  
Houston, TX 77046

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346-266-2312

**Kosta Zujic**

**Head of Commercialization and Management Partner**

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Brad Zachary

General Counsel and Secretary

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**Additional Executives**

**Roozbeh Amirazodi**

**Head of Portfolio Management**

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Houston, TX 77046

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832-273-0728

**Jennifer Schmitt**

**Senior Director, Operations and Customer Care**

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Houston, TX 77046

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## KOSTA ZUJIC

EXPERIENCED RETAIL ENERGY EXECUTIVE WITH PROVEN TRACK RECORD OF DELIVERING HIGH P&L RETURNS AND CREATING/LEADING HIGH-PERFORMING TEAMS. COMMERCIAL AND CUSTOMER-CENTRIC LEADER WITH EXTENSIVE EXPERIENCE IN GENERAL MANAGEMENT, P&L MANAGEMENT, ACQUISITION & RETENTION STRATEGY & EXECUTION, PRODUCT, CUSTOMER EXPERIENCE, MARKETING, FINANCE AND M&A

### WORK EXPERIENCE

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MAR 2020-PRESENT **RHYTHM ENERGY**

**HOUSTON, TX**

#### **Head of Commercialization and Management Partner**

- Management partner and head of commercialization, pricing, customer care, operations, data science/engineering and portfolio management. within a well-capitalized and rapidly growing technology start-up focusing on the retail energy sector (8<sup>th</sup> largest electricity retailer in TX, achieved within 1.5 years of launch)
- Key KPIs include gross margin, operating profit, customer lifetime value, customer count, acquisition count, retention/churn, and cost to serve

JUL 2017-MAR 2020 **DIRECT ENERGY (A CENTRICA COMPANY)**

**HOUSTON, TX**

#### **Commercial Director and General Manager – US Energy**

- Responsible for commercial strategy/activities and general management of Centrica's US residential power and gas business (TX and US North states, accounting for 2M+ customers), including the Direct Energy, WTU, FCP, Bounce, Gateway and CPL portfolio of brands
- Key metrics include gross margin, operating profit, customer count, acquisition count, and retention
- Delivered new multi-brand and channel acquisition and retention strategy, delivering organic customer growth for the first time in the US business' history, at higher margins and LTV/customer
- Expanded acquisition unit margins by 2x while at the same time enabling record sales, focusing on a differentiated channel and brand margin management strategy (delivering \$100M+ of LTV value)
- Expanded renewal unit margins by 1.5x to reduce reliance on variable book and mitigate customer attrition; increased renewals by 20% through new retention campaign strategy
- Institutionalized new LTV segmentation methodology to drive data-driven decisions, allowing for optimization of the acquisition and retention customer books and driving a 25% reduction in CTS and expanding LTV per customer by 30%
- Led new US North Government Aggregations business development team (generating \$20M+ of incremental gross margin from deals won)
- Launched a new product development process and governance structure, embedding customer research at its core
- Leadership awards received for LTV innovation, P&L delivery, and customer focus
- Recently awarded ownership of the Home Warranty of America, DE Home Protection and Water Heater and Rentals product and margin teams (in addition to continuing existing retail energy responsibilities)

MAR 2016-JUL 2017 **NRG ENERGY**

**HOUSTON, TX**

#### **Director – Innovation and Competitive Intelligence**

- Co-led the development of Reliant Energy's 5 year strategic plan (energy, home services, and home security), devised and implemented a revised org structure, and delivered new governance and operating model
- Chaired the strategic review committee (comprised of President of Retail and brand GMs) tasked with reviewing organic and inorganic growth opportunities, as well as assessment of competitive landscape
- Lead a team of 20 product managers and research professionals, tasked with: bringing new and innovative products and business lines to market, customer validation/research, and competitive intelligence
- Developed and implemented new agile product development and customer research strategies
- Successfully launched following products (amongst others): home security, smart home products/bundles, flat bill (first in TX), and Reliant One App

JUN 2014-MAR 2016 **NRG ENERGY**

**HOUSTON, TX**

### **Manager – Growth Business Development, Retail Innovation**

- Led the acquisition of Goal Zero (a consumer electronics company focused on portable solar technology), including ownership of the valuation, strategic aspects of the transaction, and synergy go to market execution. Worked with the C-suite to obtain approval for the acquisition from NRG's board of directors
- Created and developed value and risk-based innovation portfolio management tools and formulated Innovation metrics and dashboards
- Led cross-functional teams (typically comprised of 4 Ps) on lean startup projects including wireless power, HVAC diagnostics, pest control, and home solar

JUN 2012-JUN 2014 **NRG ENERGY**

**HOUSTON, TX**

### **MBA Associate - Rotational Leadership Program**

- Evaluated retail electricity M&A opportunities through financial and strategic analysis, made recommendations and presented findings to C-suite executives
- Originated and closed retail energy M&A opportunities and played a leading role in shaping the group's inorganic growth strategy
- Project-managed execution of the post-acquisition Green Mountain Energy integration into NRG family of retail assets
- Developed a comprehensive manufacturing segment "go to market" strategy and decision evaluation tools for the C&I group, securing buy in from the VP of Strategy, VP of C&I and the President of TX Retail

MAY 2011-MAY 2012 **CREDIT AGRICOLE CORPORATE AND INVESTMENT BANK**

**HOUSTON, TX**

### **Energy Coverage Department**

- Developed capital structure strategies and proposals for E&P and midstream oil and gas clients
- Advised a large independent E&P on the spin off and capitalization of its oilfield services arm
- Evaluated NAV of reserves to compute borrowing bases, developed statistical methods to estimate asset values, and assisted on the creation of a new equity valuation model of oil and gas companies

OCT 2007-JULY 2010 **TAYLOR WESSING LLP**

**LONDON, UK**

*Top 20 corporate/commercial European law firm acting for 31 of the top 50 global corporations*

### **Associate - Private Equity, M&A and Corporate Tax**

- Led tax and cross-functional teams on a number of high value LBO and private equity transactions (including Penta Capital's £210m investment in Esure Insurance)
- Managed commercial and tax aspects of M&A transactions (value in the £10m-£300m range) and analyzed and implemented numerous complex group structures for multinational corporations and high net worth individuals (including the Saudi Royal family)
- Developed junior employee training program and spoke at firm-wide lecture series and seminars

SEP 2004-OCT 2007 **GOODMAN DERRICK LLP**

**LONDON, UK**

*Leading UK law firm specializing in the media and entertainment industry established by Lord Goodman*

### **Associate - Corporate/Commercial Department**

- Conducted negotiations on M&A /commercial transactions (including two £100M+ asset acquisitions by Informa) and drafted commercial contracts.
- Advised on structuring of high-value commercial property fund transactions.
- Led the due diligence process on numerous high value M&A transactions.

## **EDUCATION**

AUG 2010-MAY 2012 **RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS**

**HOUSTON, TX**

Master of Business Administration degree (MBA), May 2012. Focus on Finance and Energy subjects.  
Vice President of the Energy Club. Organizing Committee of the 2011 Rice Energy Finance Summit.

SEP 1998-JUNE 2001 **UNIVERSITY OF LONDON (QUEEN MARY COLLEGE)**

**LONDON, UK**

Law Degree (LLB).

Student Union representative for class of 2001. Moot court organizer and participant. First team soccer.

### **ADDITIONAL INFORMATION**

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**Languages:** Serbian/Croatian/Slovenian/Bosnian (fluent), Spanish (conversant), Russian (basic)

**Activities:** Law Society of England & Wales. Enjoy road cycling, running, soccer (played semi-professionally for Sutton United in the UK), family, and travelling.

Business leader with a track record of transforming business performance and creating high-performing teams. Currently running \$2 Billion residential power and gas portfolio. Deep personal commitment and passion for growing business and leading change in turnaround environments. Big 4 advisory, residential, C&I, technology and trading experience with energy firms, retailers, global investment banks, utilities and merchant energy segment across North America, UK, and mainland Europe.

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## PROFESSIONAL EXPERIENCE

### RHYTHM

02/2020 TO PRESENT

Co-Founder and CEO

Build-out a top-tier management team to launch retail energy provider that will deliver marketing leading customer experience and a renewable energy core offering in a manner that is value-centric, customer-first, and locally sourced.

### CENTRICA PLC / DIRECT ENERGY, HOUSTON TX

03/2010 TO 01/2020

VP and General Manager, US Retail Division (05/2017 – 01/2020)

Led turnaround of consumer division, a \$2 Billion business serving 1.5 million customers, facing declining profits and organic growth, reputation challenges and adverse market conditions. Team of 40+ commercial (brand, product, pricing, commodity supply), data science and analytics and support (IT, finance, regulatory, customer operations) professionals restored the business within 12 months, leading to first-time organic customer growth and improving of in-year EBIT by \$45 million.

- Redefined and executed strategy for Direct Energy's residential business, leading to first time US business organic customer count growth in more than a decade.
- Eliminated a number of unprofitable channels, vendors and business that delivered low return on employed capital. Reallocated ~\$25m of cost-to-acquire to more profitable products and customers.
- Grew sales by 35% while maintaining low CTA, through channel-differentiated pricing, new salesforce incentives and behavior-based marketing.
- Leveraged analytics and created customer micro-segments, to change the way Direct communicates with the customers, with the focus on relevant communication, most valuable actions via the right channel and at the right time. Improved loyalty and reduced customer service costs.
- Managed external communications and advocacy with legislators, regulators, and the press through market events and internal changes to brand, customer operations and offers.

Director, Retail Portfolio (06/2014 – 04/2017)

Leader of 30+ people team responsible for \$2.4b retail portfolio optimization, pricing, demand forecasting and product development. Transformed DE's residential business to address \$55m of losses business incurred during '13/'14 "polar vortex" winter. Overhauled processes and capabilities around product/risk pricing, load forecasting, risk management.

- Redesigned risk management strategy and built stable and resilient portfolio – 10x reduction in GM@R.
- Overhauled residential portfolio risk management strategy to allow for capture of the increased optimization opportunities, which led to ~\$54m incremental P&L in '15 and \$60m in '16.
- Transformed pricing towards personalized offer recommendations, leading to customized residential pricing and ~25% reduction in costs to serve selected customer segments.

## Professional Experience, Cont'd

Head of US Retail Gas Pricing and Supply (01/2013 – 06/2014)

Turned around C&I gas business into one of the fastest growing areas (35% YoY operating profit increase). Capitalized on superior asset management, origination and supply capabilities to identify advantaged supply opportunities and significantly improve retail business competitiveness.

- Responsible for Direct Energy's C&I and residential gas portfolio with over 70 Bcf/yr of load, 0.5 Bcf/day of transportation and 29+ Bcf of storage assets. Lead a team of 14 professionals with functional responsibility for Pricing & Analytics, Cash Month Operations, and Forward Book management.
- Captured ~\$30m of gas optimization profits in 2013.
- Led successful integration effort for \$1b acquisition of Hess Energy Marketing, focusing on flagship gas business which transformed Direct Energy into the leading gas retailer.

Director, North American Market Risk (2011-2012), Head of Midstream and Trading Finance (2010-2011)

Led 20+ people Market Risk team across US and Canada, responsible for Direct's upstream portfolio – power/gas trading, retail supply, upstream gas production and power generation.

- Built top-tier market risk team that enabled 8x P&L growth through spec trading
- Supported major strategic decisions – M&A, asset disposals, capital deployment optimization
- Delivered 3-day personal leadership training across US and Canada to 100+ employees

**ERNST & YOUNG LLP, ENERGY ADVISORY SERVICES, HOUSTON, TX** **01/2005 TO 03/2010**

Senior Manager (2008 – 2010), Manager (2005 – 2008), Senior Consultant (2005)

Managed management consulting projects for clients in the energy sector focused on strategy, risk management and transformation initiatives encompassing process, technology and people.

**Clients: E.ON (Germany, Italy), Credit Suisse (New York), Goldman Sachs (New York), Barclays Capital (London), Morgan Stanley (London), JP Morgan (Houston), BNP Paribas (New York), Spark Energy (Houston), Ameren (St. Louis), Bunge (Zurich, Buenos Aires), Shell (Houston), BP (Houston)**

- Led new client acquisition activities, directly resulting in more than \$10m of direct service line revenue.
- Development of risk management processes and methodology. Developed P&L explain capabilities, reserves valuation, structured trade reviews, FX, price validation methodology, sensitivity/stress testing.
- Led review of the global \$100m+ CTRM program for a global commodity company.
- Led integration project focused on acquisition of South-European power generation assets by the largest European utility.

**JP MORGAN CHASE & CO., HOUSTON, TX / NEW YORK, NY** **04/2002 TO 12/2004**

Investment Bank Associate – Equities and Derivatives Technology

Designed and developed Computerized Algorithmic Trading platform. System was featured in Wall Street Journal and Technology magazine.

- Developed VWAP (a standard industry benchmark) execution algorithm that was capable of carrying out over 300,000 orders a day, outperforming VWAP within 2 cents per order on average.

Professional Experience, Cont'd

**EL PASO ENERGY, HOUSTON, TX**

**01/2001 TO 04/2002**

Senior IT Analyst – El Paso Merchant Energy

Managed enterprise application integration projects for energy trading division.

**EDUCATION**

MBA, University of Houston, Major in Finance, Dean's Award for Academic Excellence (2005)

BBA, University of Houston (2001)

**ADDITIONAL INFORMATION**

Awards     Direct Energy Leadership Award (each year between 2011 and 2017); Ernst & Young's Ovation Award (2008, 2006); JPMorgan Service Star Award in recognition of outstanding leadership (2004)

Other        Extensive international experience; lived and worked on three continents, 6 countries

# Jennifer C. Schmitt

## WORK EXPERIENCE

**Rhythm**, Houston, TX

Mar. 2020 to Present

*Senior Director, Operations and Customer Care*

*Director, Operations*

Lead residential and commercial enrollments, transactions, billing, collections, complaints, and customer care for start-up electricity retailer.

Manage all vendor partnerships and contract negotiations.

Member of ERCOT Technical Advisory Committee, Retail Market Subcommittee, and Reliability and Operations Subcommittee.

**APG&E**, Houston, TX

Jan. 2018 to Mar. 2020

*Director, Operations*

*Manager, Operations*

Led residential and commercial enrollments, transactions, and billing in TX, MD, PA, OH, NJ, and NY.

Reorganized and improved team efficiency to reduce resource cost by 40%.

Negotiated EDI/Billing provider renewal to reduce transaction/billing cost to serve by 15%.

Managed PUC complaints, regulatory environment and compliance requirements for all markets.

Member of ERCOT Technical Advisory Committee.

NJ State Chair for Retail Energy Supplier Association.

Built new reporting to ensure better customer experience and quicker issue resolution.

Implemented new commissioning software to ensure correct and timely payment to partners.

Created new process management for broker questions and customer service.

Managed disconnects and drops for non-payment for all markets.

**Direct Energy**, Houston, TX

Mar. 2015 to Jan. 2018

*Manager, NA Home Pricing Strategy*

*Senior Analyst, NA Home Pricing Strategy*

*Analyst, US North Power Pricing*

Lead team in creating portfolio growth solutions. Developed churn mitigation initiatives.

Priced, structured, and project managed new residential product development in US electricity and gas markets.

Built complex pricing and financial forecasting models using VBA and SQL.

Built SQL tools to automate and optimize processes and improve data mining.

Built automated daily matrix pricing tool for multifamily dwelling sales channel.

Presented senior management new approaches to increase customer acquisition and retention.

**Champion Energy Services**, Houston, TX

May 2012 to Mar. 2015

*Senior Analyst, Residential Pricing and Supply*

*Analyst, Residential Pricing and Supply*

*Leadership Development Program*

Responsible for all pricing and hedging of the residential book in TX, PA, IL, and NJ including headroom and competitive analysis in ERCOT, PJM, MISO, NEISO, and NYISO.

Identified and implemented pricing initiatives to help grow annual booked margin by 75% and flowed margin by 20% year over year. Identified and corrected \$2 million in unreported income.

Analyzed product structure opportunities to generate over \$2 million in incremental revenue.

Managed outbound retention campaigns and billing system enhancements.

Priced fixed, index, block, and blend and extend commercial opportunities in ERCOT, PJM, and MISO markets using

Salesforce and Intelometry. Reported financial forecasting and customer acquisition, retention and attrition findings to senior management. Created load shape and financial forecasting models for market expansion. Implemented new products and pricing strategies to increase profitability and customer count. Project manager for home energy report, demand response pilot, and the thermostat rebate program. Developed acquisition prospects through internal and external channels. Built residential budget and identified margin and customer goals necessary to meet budget objectives. Built SQL tools to automate processes and improve data mining for more targeted marketing.

### **SKILLS**

Proficient in Microsoft Office (Excel, PowerPoint, Publisher, Word, Access, VBA); Quickbooks; Microsoft SQL; Dedicated, detail-oriented, and results driven individual with strong time management and analytical skills; Exceptional written and oral communication

### **EDUCATION**

Johns Hopkins, Baltimore, MD— Currently enrolled part-time  
Pursuing Masters in Energy Policy and Climate

Ohio Wesleyan University, Delaware, OH— B.A. May 2012  
Studied international finance at University College Cork, Ireland, Spring 2011  
GPA: 3.85/4.00 Dean's List (all semesters)- Magna Cum Laude  
Dual-Bachelors: Accounting and Geology

Dual-Minor: Economics Management and Women's and Gender Studies

- Presidential Scholar (Four year full-tuition scholarship)
- Corns' Scholar (\$10,000 scholarship for six Economics Department juniors)
- Theory into Practice Grant (Published Michigan Basin microfossil research)
- Sigma Beta Delta (Business Honor Society), Phi Beta Kappa (Liberal Arts Honor Society)

**EXHIBIT 5**  
**SUMMARY OF TECHNICAL FITNESS**

## **Rhythm Retail, LLC**

### **SUMMARY OF TECHNICAL AND MANAGERIAL FITNESS**

*Rhythm Retail, LLC* (“Rhythm”) is a limited liability company formed under the laws of the State of Delaware and headquartered in Houston, TX. Rhythm is wholly owned and controlled by Rhythm Holdings, LP (“Holdings”). Holdings also owns Rhythm Ops, LLC d/b/a Rhythm, which has been a retail energy supplier in the state of Texas since 2020.

Rhythm Ops, LLC currently provides retail electricity supply service to a substantial number of residential customers in the state of Texas. As a sister company to Rhythm Ops, LLC, Rhythm will have direct access to and the ability to leverage Holding’s resources and expertise in the retail energy business.

#### **Summary of Key Personnel**

##### **Predrag Popovic**

##### **Co-Founder and CEO**

24 Greenway Plaza. Suite 610,  
Houston, TX 77046  
[pj@gotrhythm.com](mailto:pj@gotrhythm.com)  
346-266-2312

Mr. Popovic co-founded Rhythm in 2020 and has served as its CEO since inception. He is responsible for the overall management of the company and has been a member of the Board of Managers since inception. Mr. Popovic has built-out a top-tier management team to launch which launched Rhythm in Texas and which has overseen its growth. Prior to forming Rhythm, Mr. Popovic was the VP and General Manager for the US Retail Division of Centrica PLC and Direct Energy. Mr. Popovic holds a BBA and an MBA from the University of Houston and his full resume is attached hereto.

##### **Kosta Zujic**

##### **Head of Commercialization and Management Partner**

24 Greenway Plaza. Suite 610,  
Houston, TX 77046  
[kosta.zujic@gotrhythm.com](mailto:kosta.zujic@gotrhythm.com)  
346-249-7682

Mr. Zujic is the Head of Commercialization and Management Partner. In this role he is responsible for pricing, customer care, operations, data science/engineering and portfolio management. Prior to joining Rhythm, Mr. Zujic was the Commercial Director and General Manager -US Energy for Direct Energy, and prior to that he was Director of Innovation and Competitive Intelligence for NRG Energy. He holds an MBA from Rice University and a Law Degree from the University of London, and BBA and his full resume is attached hereto.

##### **Roozbeh Amirazodi**

##### **Head of Portfolio Management**

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Houston, TX 77046  
[roozbeh.amirazodi@gotrythym.com](mailto:roozbeh.amirazodi@gotrythym.com)  
832-273-0728

Mr. Amirazodi is the Head of Portfolio Management for Rhythm. In this role he established the company's energy supply/hedging, renewables, pricing, and forecasting functions, contributing to the growth of the company concept to a top renewable energy provider in ERCOT with 1 TWh/year of weather sensitive load. He is responsible for mitigating price and volumetric risks and optimizing load P&L utilizing physical, financial, and weather products. He oversees the procurement of term energy supplies and RECs to hedge risk exposures at load zones. Prior to Rhythm, he was Director of Commodity Portfolio Management and Analytics for Direct Energy. He holds a degree in Civil Engineering from Reyson University and an MBA in Finance from Wilfrid Laurier University and his full resume is attached hereto.

**Jennifer Schmitt**  
**Senior Director, Operations and Customer Care**  
24 Greenway Plaza. Suite 610,  
Houston, TX 77046  
[Jennifer.schmitt@gotrhythm.com](mailto:Jennifer.schmitt@gotrhythm.com)  
281-961-8096

In her role as Senior Director of Operations and Customer Care, Ms. Schmitt leads the company's residential and commercial enrollments, transactions, billing, collections, complaints, and customer care. She manages all vendor partnerships and contract negotiations. She is a member of the ERCOT Technical Advisory Committee, Retail Market Subcommittee, and Reliability and Operations Subcommittee. Prior to her work at Rhythm she was the Director of Operations for AP Gas & Electric, and previously held positions at Direct Energy and Champion Energy. She holds a B.A. from Ohio Wesleyan University, and full copy of her resume is attached.

### **Target Customer Base and Product Offering**

Rhythm will be offering fixed and variable priced electricity products to residential and small commercial customers.

### **Sales and Marketing Oversight**

Rhythm's affiliate Rhythm Ops, LLC has successfully acquired a substantial number of customers in Texas, and is led by an experienced management team that prioritizes the customer experience and quality sales. Rhythm will use both in-house staff and third-party sales companies to solicit customers.

All agents communicating with customers regarding possible enrollment will be trained on the following subjects as required by 52 Pa. Code § 111:

(1) State and Federal laws and regulations that govern marketing, telemarketing, consumer protection and door-to-door sales, including consumer protection regulations in Chapters 54 and 62 (relating to electricity generation customer choice; and natural gas supply customer choice), applicable provisions in Chapters 56, 57 and 59 (relating to standards and billing practices for residential utility service; electric service; and gas service) and the act.

(2) Responsible and ethical sales practices

(3) Rhythm's products and services.

(4) Rhythm's rates, rate structures and payment options.

(5) The customer's right to rescind and cancel contracts.

(6) The applicability of an early termination fee for contract cancellation

(7) The necessity of adhering to the script and knowledge of the contents of the script if one is used.

(8) The proper completion of transaction documents.

(9) Rhythm's disclosure statement.

(10) Terms and definitions related to energy supply, transmission and distribution service as found in the dictionary of utility terms

(11) Information about how customers may contact Rhythm to obtain information about billing, disputes, and complaints.

(12) The confidentiality and protection of customer information and § § 54.43(d) and 62.114 (relating to standards of conduct and disclosure for licensees).

To the extent that Rhythm uses any outside sales vendors for sales to residential or small commercial customers, it will screen the vendors to ensure that only experienced vendors market on behalf of the company. Any sales vendor hired will be required to confirm its ability to comply with the Pennsylvania-specific agent training and oversight requirements outlined above. All vendors will be monitored for sales compliance, and Rhythm will develop a quality assurance monitoring program to contact a significant sample of all new mass market customers. Vendors who demonstrate an inability to adhere to Rhythm's standards and/or the Commission's regulations will be immediately terminated.

For any contracts with residential or small commercial customers based on sales performed by an agent, Rhythm will also utilize a separate digital or telephonic verification process as required by 52 Pa. Code 111.7.

### **Customer Service**

Rhythm will have dedicated in-house customer care service led by experienced

supervisor to help customers answer any questions related to contracts, invoices and making payments. This service will be available to Rhythm customers Mon – Fri between 8 am – 8pm, and weekends 9 am to 3 pm.

All customer disputes and/or complaints will be promptly investigated and the results of the investigation will be communicated to the customers. A proposed resolution will be provided and communications will continue until the customer's satisfaction is confirmed if possible.

For complaints filed with a state commission, the same investigation process is followed, and a formal response is prepared and submitted to the Commission to provide the results of our investigation and the attempts to satisfy the customer's concerns.