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FILE

January 20, 2016

VIA FEDEX

Public Utilities Commission of Ohio
Docketing Division
180 E. Broad St.
11th Floor Columbus, OH 43215-3793

**RE: XOOM Energy Ohio, LLC
Electricity Case No. 13-1453-EL-CRS Natural Gas Case No. 11-4795-GA-CRS**

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Dear Sir/Madam:

On behalf of XOOM Energy Ohio, LLC ("XOOM"), with assigned electricity Case No. 13-1453-EL-CRS and assigned natural gas Case No. 11-4795-GA-CRS, we are writing to update XOOM's 2015 Renewal Application for Retail Generation providers and Power Marketers ("Electric Renewal Application") and XOOM's 2015 Renewal Certification Application for Retail Generation Providers and Power Marketers ("Gas Renewal Application"), which were approved on July 21st, 2015, and January 5th, 2016, respectively.

Per Sections B-2, D-1, and D-2 of the Gas Renewal Application and Electric Renewal Application, XOOM has made the following changes to its organizational structure:

- As of January 11, 2016, Chris Phillips is the Chief Operating Officer. His contact information is as follows:

Chris Phillips
Chief Operating Officer
XOOM Energy, LLC, single-member manager of XOOM Energy Ohio, LLC
11208 Statesville Rd. Ste 200
Huntersville, NC 28078
(704) 274-3011 office
(704) 274-1430 fax
cphillips@xoomenergy.com

Two (2) copies of Mr. Phillips' resume is attached per Section B-2 of the Gas Renewal Application and Electric Renewal Application.

Please feel free to contact me at kdetombeur@xoomenergy.com or call me at 704-274-3375 with questions. Thank you in advance.

Respectfully,

Kyle De Tombeur
Regulatory Specialist
XOOM Energy, LLC, single member manager
of XOOM Energy Ohio, LLC

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Technician zms Date Processed JAN 22 2016

OPERATIONS EXECUTIVE

P&L / Organizational Change / Customer Support / Call Centers / Continuous Improvement Project & Program Management / IT / Sales / Product Development / Vendor Management

Extensive experience in consumer services with significant accomplishments in building and leading customer service and support operations that have provided employers such as NRG/Reliant, Hewlett-Packard and Dell a keen competitive edge. Strengths...

- **Transforming customer support from a cost drain to a source of sales, profits and repeat business**
- **Tightly controlling costs while keeping quality and customer satisfaction at peak levels**
- **Delivering large-scale transformational, cross-functional projects on time and on budget**
- **Managing change smoothly in volatile market conditions and regulatory environments**

MBA (honors) and **Masters of Management** in Corporate Finance (honors), University of Dallas. **BS** in Political Science (cum laude), Texas A&M University. Black Belt Six Sigma. PMP. Proven ability to motivate and inspire organizational change across large-scale organizations. Able to effectively communicate and bridge gaps across technical staff, non-technical staff and all levels of stakeholders.

History and Highlights

Vice President, Retail Customer Operations

NRG/Reliant Energy
2012 to 2015

A \$15 billion Fortune 500 company providing electricity, solar, electric vehicle and energy-related products to three million customers in Texas and the Mid-Atlantic region.

Promoted to oversee a \$60M shared services organization with responsibility for overall customer experience operations for residential, small business, large commercial and industrial customer segments. In charge of: customer experience delivery; call center support; customer retention; acquisition sales; credit and collections; data management; product management; retail supply chain and home security installation.

The shared services organization supports over 10 subsidiaries of NRG including Reliant Energy, Green Mountain, eVgo, Pennywise Power and NRG Solar. Also accountable for management and monitoring of internal financial analysis, audit and controls of the Retail organization. Managed a staff of 11 directors and senior managers in charge of 700+ internal analysts, support staff and outsource operations.

- **Orchestrated a complex integration.** After NRG purchased Green Mountain Energy, selected to integrate the customer operations teams moving them to NRG's SAP platform. Formed and led a team with subject matter experts from all operational groups who mapped out the existing processes at Green Mountain. Leveraged best contract pricing for printing operations, collection agency rates, call center and credit card fees. Developed business requirements for changes to the SAP platform to ensure the Green Mountain brand differentiation remained intact. Concluded conversion of all customer data into the SAP platform within the twelve-month deadline. Improved call center service levels 10%, cut annual IT and operations costs by more than \$10M. Right-sized the operations organization, keeping the top talent.
- **Cut costs to shore up declining earnings.** Earnings were eroding profits due to multiple factors. Formed a new organization to drive continuous improvement activities across the entire retail energy organization. Created a continuous improvement program that included Six Sigma, cost saving project identification and implementation. Initiated and completed more than 100 projects driving more than \$40M in cost savings (versus goal of \$25M) and new revenue generation.
- **Created a new business unit.** NRG acquired a home security company that managed sales and installation but then sold off their customers to a monitoring company. NRG wanted to maintain the customers and also launch a new security brand. Analyzed sales plans to determine operational needs. Established call center to handle technical support and customer service calls. Built a new infrastructure including a billing platform and installation capabilities. Met all service level goals for call center, on-time installation and first time billing within the first three months of launching program.

Senior Director, Texas Customer Operations
NRG/Reliant Energy
2010 to 2012

Led a multi-dimensional, customer-focused organization of more than 150 professionals to deliver customer service, billing, transaction management and print operations services. Exceeded accuracy, timeliness, and efficiency targets with a progressively shrinking budget.

- **Built a shared services function to support growth and diversification.** NRG was diversifying into electric vehicles (eVgo), residential solar (NRG Home Solar) and commercial solar (NRG Solar) businesses that required customer operations. Built a shared services business model that became SimplySmart Solutions. In 24 months, grew SimplySmart Solutions to support the customer operations for over 10 businesses for NRG providing call center, billing, remittance and collections services. Logged cost savings ranging from 10-30% versus having each business maintain its own customer operations teams.
- **Transformed Shared Services into a profit center.** As the retail energy business' earnings eroded due to multiple factors, new sources of revenue needed to be implemented. Led the launch of the SimplySmart brand as a provider of outsourced services for other electricity and utility providers. Built a sales team and helped develop collateral. Represented SimplySmart at trade shows and conferences. Served as senior leader in sales presentations to prospects. Landed the first billing services client within three months of launching and closed the first large client with a three-year contract to manage smart meter data.

Director, Customer Care Call Center
NRG/Reliant Energy
2007 to 2010

Recruited to manage daily operations of a 1000+ agent inbound service and retention call center including phone, chat and email, across three internal and outsource locations. Led a staff of seven managers with responsibility for internal agents, support staff and outsource operations.

- **Managed major change.** Reliant's call center was created when the industry was regulated. To align the organization to the new competitive environment of deregulation, kicked-off a call center transformation program. Created a new balanced scorecard to measure what was important for driving the performance of the agents, as well as what was important to the customers. Established new, more relevant customer satisfaction metrics. Built incentive programs to encourage desired performance. Divided the organization into two parts: retention and customer acquisition. Boosted retention sales rates by 40%+, improved First call resolution 8%, cut non-productive time 10% while boosting customer satisfaction 10%.
- **Cut call center costs.** Annual call volume was 4.5 million. Spearheaded a project to improve online and IVR (Interactive Voice Response) systems to deflect customer call volume. Determined which issues could be handled without live agents on the phone. Logged a 20% improvement in IVR call resolution (no live agents). Added new online tools that allowed customers to complete routine tasks on their own. Achieved a 15% budget cost savings over two years.

Senior Service Business Manager
Hewlett Packard - North America Consumer Support
2004 to 2007

A \$104 billion dollar electronics organization

Oversaw operations of seven national and international outsource partner sites that handled five million calls annually. Established and managed executive relationships with outsource partners. Drove \$20M+ in annual revenue generation with sale-at-the-point-of-service program. Led a team of six direct reports.

- **Converted a cost center into a profit center.** HP North America technical support was a cost center that handled over 20 million calls a year. Trained the organization to recognize and seize upsell opportunities. Built an agent sales team. Developed and deployed training across all outsource centers (more than 5,000 service agents). Achieved more than \$20M in annual sales.
- **Boosted customer satisfaction.** Customer satisfaction scores showed customer discontent with offshore outsourcing due to language barriers. Opened two new call centers in North America (250 agents each) to eliminate language issues. Coordinated ramp plans, training and performance management. Achieved 15% improvement in customer satisfaction.

Project Manager, Strategy & Analysis

Reliant Energy

2002 to 2004

Orchestrated the identification and coordination of cost savings initiatives across customer care operations. Delivered improvement in efficiencies while trimming cost.

- **Established a program management office.** Reliant's retail business had numerous projects running in parallel with conflicting timelines, resource constraints and budget overruns. Developed and implemented an organizational Program Management Office. Established processes, checkpoints and review committee structure. Trained the management team to ensure complete understanding of the processes for managing projects across the business and IT. Improved on-time and on-budget project performance.

Program Manager

Dell Computer

1999 to 2001

Managed a team of five operational analysts responsible for shifting technical support call center activities to an interactive contact center environment.

- **Improved customer experience, while cutting support costs.** Built a team of analysts and project managers. Determined calls drivers and customer types. Coordinated with IT to develop online tools to allow customers to solve issues themselves. Created new metrics to measure the success of online interactions. Delivered Dell's first version of Premier Support online with tools and solutions for major account customers. Saved \$4M annually via online call avoidance while boosting customer satisfaction.

Manager Special Services

SBC (now AT&T)

1996 to 1999

Managed tier 2 Special Services call center activities for deregulated market expansion. Converted center to a 24/7 support model. Led a team of 20 employees.

- **Seized opportunities arising from deregulation.** With deregulation of the telecommunication industry, SBC had to open its networks to competitors to lease line capacity and provide service. Built and managed a team of sales support analysts that bridged the gap between the sales and operations team. Created processes and metrics to manage and track the performance of closing sales, placing complex orders and installing service. Led the sales support team to meet all KPI's with a 90%+ sales order success rate.

Additional Information

Recent Training Programs: Leadership Program – 2009 – NRG

Professional groups: PMI

Awards: Leadership Program – 2009 – NRG; Performance Recognition Award – 2007 – Hewlett Packard; Performance Recognition Award – 2005 – Hewlett Packard; Project Management Professional (PMP) – 2001; Customer Experience Award – 2000 – Dell Computer Corporation

Sports and Hobbies: Family time, movies, Black Belt in Tae Kwon Do.