

RESA Retail Choice Webinar

March 9, 2021

Vistra Fast Facts & Brand Family



Nearly 5 million
retail customers

across the United States

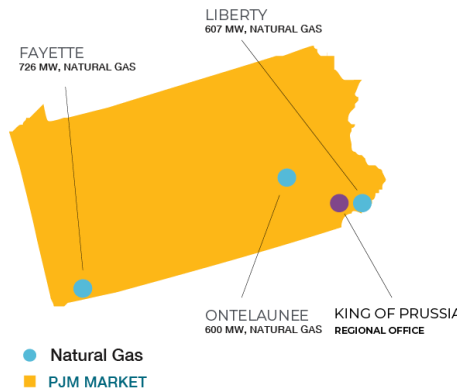


HOMEFIELD
ENERGY



Vistra provides 1,933 MW of generating capacity with three gas-fueled plants.

FACILITIES IN PENNSYLVANIA



Approximately 39,000 MW
generation capacity

enough to
power
20 million
homes

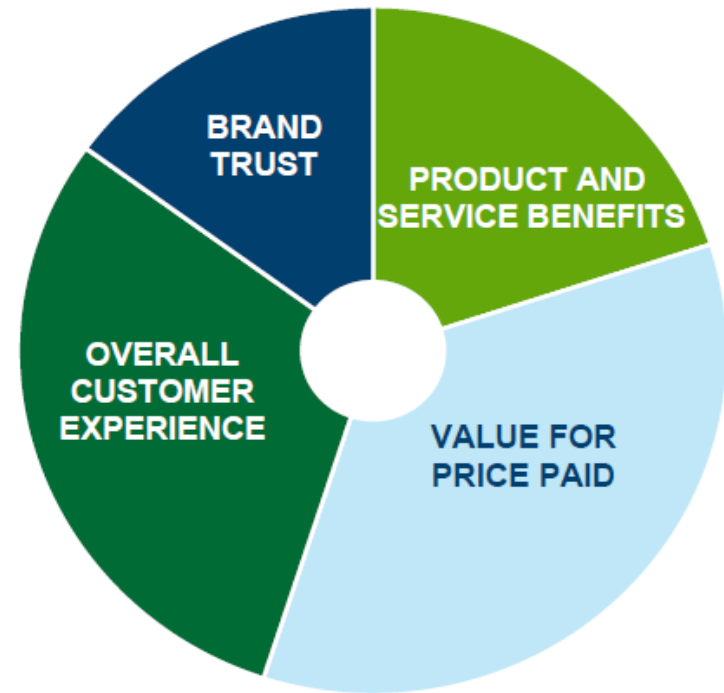


Customer Experience: Considerations of Choice **VICTRA**

Reasons to Choose¹



Reasons to Stay¹



¹ Source: TXU Energy 2016 Brand Choice Importance Study.

Price is just one consideration in a highly competitive market; differentiation via customer experience, product and service benefits and brand trust occurs in retail electricity as in other “commodity” markets and is the foundation for customer choice

Capabilities & Innovation



Our offer and interaction portfolio is built upon:

Unique Offer Sets to Provide Choice



Fixed



Month-to-Month



Solar



Wind



Time of Use
(Free Nights®)



Pay-as-you-go

Multi-Channel Engagement to Enable Convenience



Social Media



Text



Email



Natural
Language IVR



Live Agent



Chat

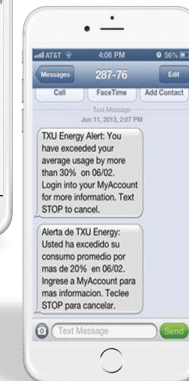


MyAccount

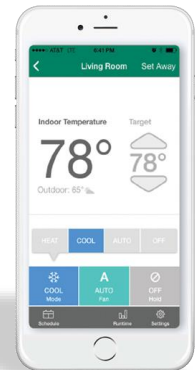
Mobile Technologies to Enhance Control



Usage



Alerts



Device
Management

Choice: Free Nights & Solar Days

We use consumer research to create differing plans that emotionally connect with customers

2012

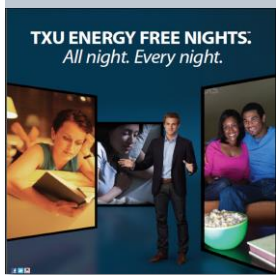
2013

2014

2015

2016

2017



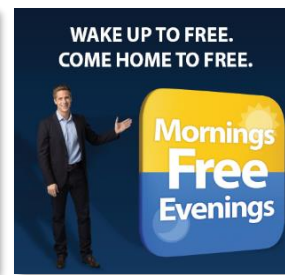
Free Nights



Free Nights,
Free Weekends,
Business Power
Hours



Free Nights with more
free hours



Free Mornings
and Evenings



Free Nights:
Choose when
Free Nights
begin



Free Nights
& Solar Days

Convenience: Multi-Channel Engagement

We meet customers where they want to be met

SHOPPING / THE MOBILE MINDSET



83%

of customers go to a company's website for information



75%

Use mobile device while shopping



85%

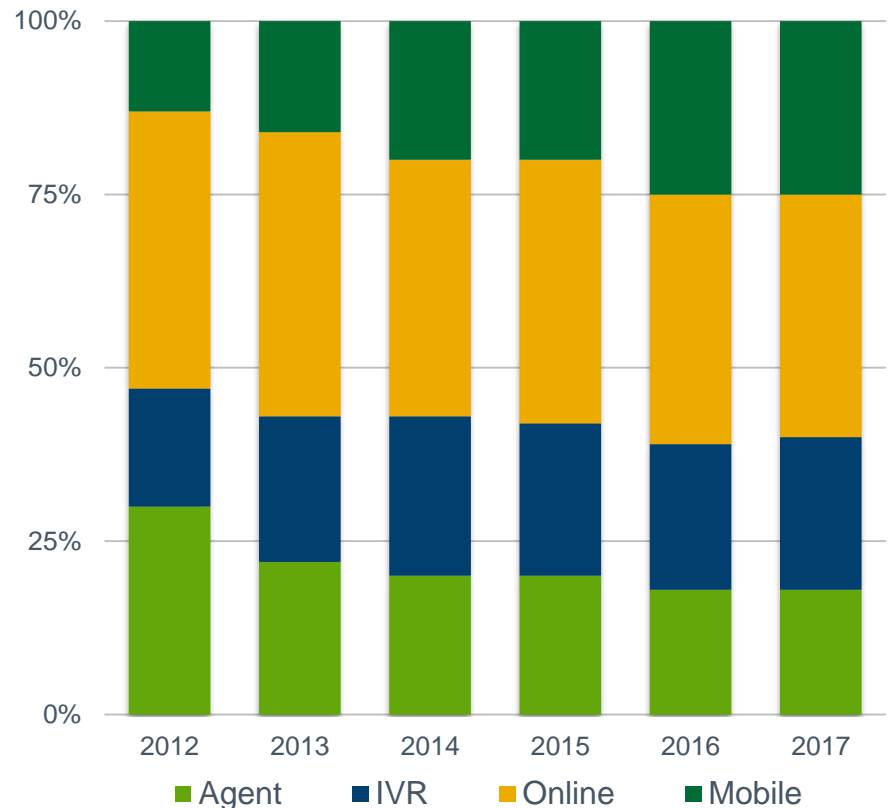
online shoppers start a purchase on one device & finish on another



75%

inclined to purchase from a company that uses mobile apps

SERVICE INTERACTIONS

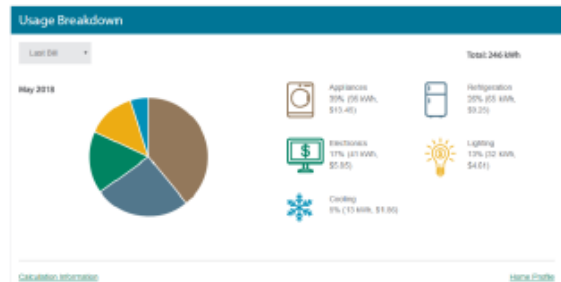
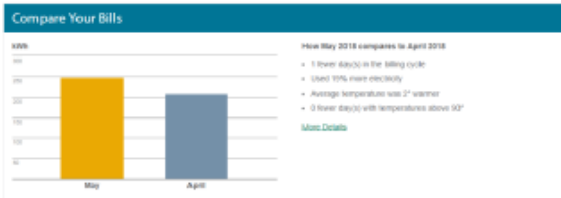


Control: Technologies to Manage Usage



Our digital platforms help us meet customer needs

MY ENERGY DASHBOARD



MOBILE APP



- Touch ID
- Split Payments
- Usage Breakdown



BEST IN CLASS

Questions