

**STATE OF ILLINOIS
ILLINOIS COMMERCE COMMISSION**

MC Squared Energy Services, LLC)	
d/b/a mc ² – Where Energy Comes From)	Docket No. 15-0138
)	
)	
Petition for Confidential Treatment of)	
2014 Part 410 and Part 451 Compliance Reports)	

**MC SQUARED ENERGY SERVICES LLC’S
VERIFIED COMPLIANCE FILING IN RESPONSE TO THE
ADMINISTRATIVE LAW JUDGE’S RULING OF FEBRUARY 27, 2015**

MC Squared Energy Services, LLC d/b/a mc² – Where Energy Comes From (“mc²”), hereby submits this Verified Compliance Filing in Response to the Administrative Law Judge’s (“ALJ”) ruling entered on February 27, 2015:

1. On February 24, 2015, mc² submitted its Verified Petition for Confidential Treatment of Information (“Verified Petition”). In addition, on February 24, 2015, mc² submitted a confidential and public version of its 2014 Customer Call Report and of its 2014 Annual Kilowatt-Hours Compliance Report (together, “Compliance Reports”).

2. In the Verified Petition, mc² requested that the Illinois Commerce Commission (“Commission”) enter an Order, without hearing, protecting from disclosure for a period of not less than two (2) years confidential versions of the Compliance Reports submitted by mc² in accordance with 83 Ill. Adm. Code §451.770 and 83 Ill. Adm. Code §410.45. Verified Petition at ¶ 4.

3. On February 27, 2015, the ALJ submitted a ruling that directed mc² to file a Compliance Filing with the Chief Clerk that explains “specifically how public disclosure of the information redacted from Petitioner’s 2014 Call Center Report could cause Petitioner Competitive Harm.”

4. In its Verified Petition, mc² asserted that “mc²’s confidential 2014 Customer Call Report contains information concerning the actual operational statistics of mc²’s call center activity for 2014.” Verified Petition at ¶ 9. As further explanation, mc² stated:

This proprietary information would provide competitors with market sensitive information and direct insight into mc²’s relative position in the market, as well as the key metrics to its call center operations. This information would also allow a competitor to review and assess the effectiveness of mc²’s customer care operations. Disclosure of this information would allow a competitor to use this information against mc² and cause competitive harm to mc². mc² does not disclose this information to any person or entity in the public domain.

Id.

5. In compliance with the ALJ’s Ruling, and in order to further demonstrate how public disclosure of the information redacted from mc²’s confidential 2014 Call Center Report would cause mc² harm, mc² notes that the retail electric supply business is highly competitive and that it is essential that public disclosure of proprietary and confidential information contained in the Section 410.45 Customer Call Center Compliance Report be prohibited. As noted in mc²’s Verified Petition, Illinois law recognizes the need for the protection of confidential information, and intends for such protection to be applied broadly. *See* Verified Petition at ¶¶ 6-8.

6. If the information contained within mc²’s 2014 Section 410.45 Customer Call Report were to be made public, mc² competitors would receive sensitive call center metrics information otherwise unavailable to them and could then use that competitive intelligence to target their marketing efforts against mc². Specifically, mc² is an active participant in the municipal aggregation market and currently has 19 aggregation contracts across Commonwealth Edison Company’s territory. These municipal aggregation contracts involve the switching of thousands of residential customers at once. In any given year, mc² is involved with either preparing documentation for a renewal to an existing aggregation contract, or is submitting a bid

to a new community. In either case, competitors of mc² could use these call center metrics in formulating and refining their bids. For example, competitors in possession of mc² customer care metrics would be able to tie such metrics to the price of their contract. If a competitor was in possession of information relating to, for example, average call center wait time or abandon call rates, a competitor could utilize such information as a competitive tool in an effort to target municipal aggregation communities. Allowing competitors to use mc²'s competitive information to target their marketing efforts would clearly harm mc².

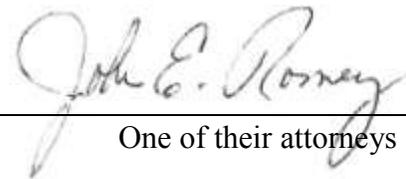
WHEREFORE, in compliance with the February 27, 2015 ruling of the Administrative Law Judge, MC Squared Energy Services, LLC d/b/a mc² – Where Energy Comes From, respectfully submits herein an explanation of how public disclosure of the information redacted from Petitioner's 2014 Call Center Report could cause mc² Competitive Harm.

Dated: March 5, 2015

Respectfully submitted,

MC Squared Energy Services, LLC d/b/a mc² –
Where Energy Comes From

By: _____



One of their attorneys

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VERIFICATION

STATE OF ILLINOIS)
)
COUNTY OF COOK) ss:

Charles C. Sutton, being first duly sworn, deposes and says that he is the President of MC Squared Energy Services, LLC ("Applicant"); that he has read the COMPLIANCE FILING IN RESPONSE TO THE ADIMINSTRATIVE LAW JUDGE'S RULING, and that the statements contained in the COMPLIANCE FILING IN RESPONSE TO THE ADIMINSTRATIVE LAW JUDGE'S RULING are true, correct and complete to the best of his knowledge, information and belief.



Charles C. Sutton

Subscribed and sworn before me

This 5th day of March 2015.



Notary Public

[Stamp of Notary]

