

Paul E. Russell
Associate General Counsel

PPL
Two North Ninth Street
Allentown, PA 18101-1179
Tel. 610.774.4254 Fax 610.774.6726
perussell@pplweb.com



FEDERAL EXPRESS

February 28, 2011

Rosemary Chiavetta, Esquire
Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street
Harrisburg, Pennsylvania 17105-3265

RECEIVED

FEB 28 2011

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

RE: Petition of PPL Electric Utilities Corporation for a Declaratory Order Regarding a Pilot to Expand Website and Interactive Voice Response Capabilities to Allow Customers the Option of Setting Up Payment Agreements or, in the Alternative, a Two-Year Waiver of 52 Pa. Code § 56.97(a) -- Docket No. P-2010-2168786

Dear Ms. Chiavetta:


On September 24, 2010, the Commission entered an Opinion and Order approving a two-year waiver of 52 Pa. Code § 56.97(a) in order for PPL Electric Utilities Corporation ("PPL Electric" or the "Company") to conduct a pilot that allows residential customers to establish payment agreements either through PPL Electric's website or its interactive voice response ("IVR") system.

The Opinion and Order directs the Company to file quarterly statistical reports with the Commission detailing customer usage and to immediately inform the Commission of any problems arising from the pilot program. The new system, which allows customers to establish payment agreements via PPL Electric's website or IVR, became active in mid-November 2010.

Enclosed are an original and three (3) copies of PPL Electric's initial quarterly statistical report for the two-year pilot.

If you have questions, please contact me directly (610/774-4254) or Timothy R. Dahl, PPL Electric's Manager-Regulatory Programs & Business Services, at 484/634-3297.

Sincerely,


Paul E. Russell

Enclosures

cc: Ms. Alexis Bechtel, BCS
Ms. Tanya McCloskey, OCA
Mr. Timothy Dahl, PPL Electric

**PPL Electric Utilities
Self-Serve Quarterly Report
November 2010 – January 2011
Docket No. P-2010-2168786**

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

1. Usage Statistics

▪ **Self-Serve Transactions – Payments and Payment Agreements**

PPL Electric offered its new self-serve payment agreement capabilities to residential customers in mid-November 2010. The table below shows that from mid-November 2010 through January 31, 2011, there were 61,310 self-service transactions involving making payments (45,674 or 74.5%) and establishing payment agreements (15,636 or 25.5%). Of the total, there were 34,278 (55.9%) web transactions and 27,032 (44.1%) IVR transactions.¹ Regarding the 15,636 payment agreements, the breakdown between the website and IVR was 15.5% and 84.5%, respectively.

Type	November²	December	January	Total
Website	5,429	16,129	12,720	34,278
▪ Payments	4,873	15,264	11,718	31,855
▪ Payment Agree.	556	865	1,002	2,423
IVR	8,796	9,088	9,148	27,032
▪ Payments	6,552	3,692	3,575	13,819
▪ Payment Agree.	2,244	5,396	5,573	13,213
Total	14,225	25,217	21,868	61,310
▪ Payments	11,425	18,956	15,293	45,674
▪ Payment Agree.	2,800	6,261	6,575	15,636

The Commission's Opinion and Order also directed PPL Electric to track the number of service terminations prevented from use of the program. Because the pilot began in mid-November 2010, PPL Electric had already stopped its residential service termination activities to coincide with the Commission's winter termination rules. As a result, the number of service terminations prevented is not applicable to this report.

2. PUC Complaints Received

The table below indicates that from mid-November 2010 through January 31, 2011, PPL Electric did not receive any PUC informal complaints regarding establishing payment agreements using either the website or IVR.

▪ **Number of PUC Informal Complaints**

November	December	January
0	0	0

¹ IVR = Interactive Voice Response system

² These numbers represent results for the last two weeks of November.

In addition, over this same period PPL Electric monitored nearly 2,000 telephone calls for quality and compliance purposes. The Company's Quality Assurance Specialists who reviewed these calls did not identify any customer issues or concerns regarding establishing payment agreements when using either the website or IVR.

3. Customer Feedback

During the first quarter of the pilot, PPL Electric received about ten (10) e-mails from residential customers who indicated their dislike of the language on the website's home screen regarding termination of service for non-payment of bills.³ These customers occasionally paid late but were not involved in active collections. To address their concerns, PPL Electric has changed the path so that residential customers not involved in active collections do not receive this message.

Some customers like the privacy of using the website or IVR to make payments. PPL Electric received the following e-mail response from a residential customer:

"I logged in to pay my bill that was past due to see the amount and was very surprised to see that there were many options for me to choose from in the amount of payment I needed to make. Having lost my employment in July it is not very easy having to speak with a representative and explaining my hardship. The site gave me my options without the embarrassing phone call. I paid what I was able to pay and am able to keep track of my account. Thank you for the new updated payment method."

Beginning January 14, 2011, the Company also began mailing a questionnaire (see Attachment 1) to residential customers who used either the web or IVR to make payments or to set up payment agreements. Through mid-February, PPL Electric has received 21 responses from residential customers. Although the PPL Electric is just beginning this process and the sample size is limited, the overall response from customers has been positive. Key results from the survey include the following:

- It appears that convenience, flexibility, anonymity and a general preference to do things online are key reasons why customers are using the web or IVR.
- Most customers would use the online system again.
- Most indicated that the online experience is better than the telephone experience.
- Customers seem generally satisfied with the transaction and did not identify any "red flag" issues or concerns.

³ The language reads as follows: "Termination of service can have serious consequences for you and those residing or visiting with you. PPL is committed to providing safe and reliable service to you, and wants to make sure that you are aware of the options available to you to avoid termination of service."

- o Customers indicated that the process was easy to follow and that they fully understood what they were agreeing to.

4. Communications

Regarding internal communications, PPL Electric reviewed information about the self-serve payment agreement options with Customer Contact Center managers, supervisors and telephone reps through various means (staff meetings, written materials, team meetings, electronic display boards, etc.). For external audiences, the Company took a low-key approach as it was rolling out the pilot. PPL Electric issued a news release (Attachment 2) and a bill stuffer (Attachment 3). Neither of these actions resulted in media inquiries or an increase in customer calls regarding self-serve payment agreements.

February 28, 2011



PPL Electric Utilities

Please take a minute to complete this survey regarding your experience with completing an online payment agreement. We appreciate your feedback.

On a scale of 1 to 10 where 1 means unacceptable, 5 means average, and 10 means outstanding, how do you rate:

PPL Electric overall as a provider of electric service to your home?

1 Unacceptable	2	3	4	5 - Average	6	7	8	9	10 Outstanding
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The process of setting up a payment agreement online with PPL Electric Utilities?

1 Unacceptable	2	3	4	5 - Average	6	7	8	9	10 Outstanding
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much effort did you put forth to complete this transaction?

- 1 - Very low effort
- 2
- 3
- 4
- 5 - Very high effort

PPL Electric Customer Survey

Why was your satisfaction with setting up a payment agreement online less than average?
Please be as specific as possible:

PPL Electric Customer Survey

Thinking about the process of setting up a payment agreement online, please indicate your level of agreement with the following statements:

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree
The process was easy to follow	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I fully understood what I was agreeing to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All of my questions were addressed within the PPL Electric Utilities website	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was fully confident my transaction had gone through successfully	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PPL Electric Customer Survey

WHY did you choose to complete this transaction online?

Select all that apply.

- The online process provides more anonymity, which I prefer.
- Making phone calls takes too long, the online process is quicker.
- I prefer to do things online.
- It is easier for me to understand things when I do them online as opposed to speaking with someone on the phone.
- I am unable to call between 8am and 5pm when customer service representatives are available.
- I went online to make a payment and was presented with this option.
- Other _____

Which of these reasons was MOST IMPORTANT in your decision to complete this transaction online?

Select one response only.

- The online process provides more anonymity, which I prefer.
- Making phone calls takes too long, the online process is quicker.
- I prefer to do things online.
- It is easier for me to understand things when I do them online as opposed to speaking with someone on the phone.
- I am unable to call between 8am and 5pm when customer service representatives are available.
- I went online to make a payment and was presented with this option.
- Other _____

PPL Electric Customer Survey

In the past 5 years, have you made a payment agreement with PPL Electric through a customer service representative?

Yes



No



Not Sure



PPL Electric Customer Survey

How did completing this transaction online compare with completing it over the phone?

- Completing it over the phone was significantly better
- Completing it over the phone was somewhat better
- Completing it online was significantly better
- Completing it online was somewhat better
- They both were about the same
- Not sure

If you would have to make another payment agreement with PPL Electric would you choose to do it:

- Over the phone
- Online
- No preference
- Not sure

PPL Electric Customer Survey

We serve a diverse group of customers and want our online tools to be accessible and easy to use, no matter what your background. To help us understand if we are meeting this objective, please tell us more about yourself. Survey responses are anonymous and the following questions will be used for classification purposes only.

What is your age?

- 18-34
- 35-49
- 50-64
- 65+

What is the highest level of education you completed?

- Less than a high school diploma
- High school diploma or equivalent
- 2 year degree or some college
- 4 year college degree
- Masters degree or higher

In which of the following ranges is your total household income before taxes?

- Under \$10,000
- \$10,000 to under \$25,000
- \$25,000 to under \$35,000
- \$35,000 to under \$45,000
- \$45,000 to under \$60,000
- \$60,000 to under \$75,000
- \$75,000 to under \$100,000
- \$100,000 to under \$150,000
- \$150,000 to under \$200,000
- \$200,000 or more

What is your gender?

- Male
- Female

PPL Electric Customer Survey

Thank you for your response!

news release

www.pplnewsroom.com



Contact: Joe Nixon, 610-774-5997
jenixonjr@pplweb.com
PPL Electric Utilities

PPL Electric Utilities Debuts Self-Service Payment Assistance *Customers Can Use Safe, Secure Tools at Any Hour to Suit Their Lifestyle*

ALLENTOWN, Pa. (Jan. 12, 2011) -- For PPL Electric Utilities customers who need a payment plan, the company now has new Web and phone tools to help them manage their account and maintain uninterrupted electric service.

These safe and secure options let customers go to www.pplelectric.com or call 1-800-342-5775 to complete a variety of tasks regarding their account. Personal information always is protected, and the tools can be used any time of the day or night, weekday or weekend.

“We know customers who need help managing their accounts can’t always conduct their business during regular weekday business hours,” said Robert Geneczko, vice president of customer services for PPL Electric Utilities. “This system lets them do things such as set up a payment plan or restart a previous payment agreement. They also can make a payment, report a payment or learn about other ways we can help.”

Even with the implementation of the new system, approved by the state Public Utility Commission as a 2-year pilot project, customers still can call PPL Electric Utilities at 1-800-342-5775 during regular business hours, 8 a.m. to 5 p.m. Monday through Friday.

“We want customers to know that speaking to someone at our customer care center is always an option during weekday business hours if they need help, want more information, or want to discuss information provided to them through the self-service feature,” Geneczko said.

The company recently distributed fliers in English and Spanish to local community organizations regarding the new program.

PPL Electric Utilities, a subsidiary of PPL Corporation (NYSE: PPL), provides electric delivery services to about 1.4 million customers in Pennsylvania and has consistently ranked among the best companies for customer service in the United States. More information is available at www.pplelectric.com.

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Note to Editors: Visit our media website at www.pplnewsroom.com for additional news and background about PPL Corporation.

www.pplelectric.com

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connect



PPL Electric Utilities

February 2011

Any time, anywhere

Self-service payment
assistance available
online, by phone

If you need a payment plan, PPL Electric Utilities now offers you self-service payment assistance tools to help you manage your account and maintain uninterrupted electric service.

These safe and secure options let you do a variety of things — online at www.pplelectric.com or through an automated phone system at 1-800-342-5775 — regarding your account. Your personal information is always protected.

You can conduct business at any time, weekday or weekend. It's part of our continuing commitment to provide award-winning customer service.

"This system lets our customers interact with us in two convenient ways and at whatever time is most convenient for them," said Robert Geneczko, vice president of Customer Services for PPL Electric Utilities. "They can set up a payment plan, restart a previous payment agreement, make a payment, report a payment or learn about other ways we can help."

Customers already are realizing the convenience of the new tools, which

how to get in touch

Customer service:

1-800-342-5775

1-800-DIAL PPL

Automated phone lines
are open 24 hours a day,
seven days a week.

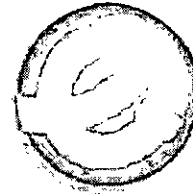
Customer service

representatives are available
Monday through Friday,
8 a.m. to 5 p.m.

Telecommunications Device for
the Deaf: 1-800-231-7288 TTY

Write to us at:

Connect
827 Hausman Road
Allentown, PA 18104-9392

E-mail us at:
connect@pplweb.com


e-power tip

You can save money and make yourself more comfortable by correctly insulating your home. It helps whether the mercury plunges or skyrockets.

The federal Department of Energy says only 20 percent of homes built before 1980 are well insulated.

E-power's Home Assessment and Weatherization program is a great way to find out about insulation and various other ways to get your home in the best condition to save energy and money. To find out more about E-power and insulation rebates, visit www.pplelectric.com/e-power.

were approved by the state Public Utility Commission. Between mid-November, when the tools were launched, and early January, there were more than 24,000 online self-service transactions.

However, you still can call 1-800-342-5775 any time between 8 a.m. and 5 p.m. Monday through Friday to speak to a customer service representative if you need help, want more information or disagree with information provided to you through the self-service feature.

The company recently distributed fliers in English and Spanish to local community organizations to promote the new program.



Safety Tip

If a home improvement project involving electrical work is part of your plans for 2011, the best way to stay safe is to hire a qualified, licensed electrician. If you do attempt the electrical work yourself, you should consider the advice of the Electrical Safety Foundation International: Never get into something above your skill level. For more safety tips, visit <http://esfi.org>.

Partnering with local communities

At PPL Electric Utilities, we care about the communities we serve. Employees volunteer in their communities as coaches, Scout leaders, community leaders and more.

In 2010, PPL Electric Utilities employees joined colleagues from other PPL Corporation companies and PPL retirees in pledging a record \$2.15 million to the United Way. The campaign is supported by the International Brotherhood of Electrical Workers, Local 1600.

In the past decade, PPL United Way campaigns have raised more than \$17.2 million in employee and retiree donations. Annual PPL United Way donations supplement employee and retiree giving and allow even more great things to happen in our communities.

Don't overlook earned income tax credit

Customers who qualify for the Low Income Home Energy Assistance Program (LIHEAP) or our payment assistance programs also may qualify for the earned income tax credit on their 2010 federal income tax return. The credit can reduce your taxes and could mean a refund.

Working families and working individuals must meet specific income guidelines. You can find out if you're eligible for the earned income tax credit by answering questions and providing basic income information using the EITC Assistant. The tool, available in English and Spanish, also calculates the amount of EITC refund you may receive.

To learn more, visit www.irs.gov/eitc or call 1-800-829-1040.

Residential year-round time-of-use rate

If you elected not to shop for your electricity supply and use the supply purchased on your behalf by PPL Electric Utilities, you may be able to benefit from a new year-round time-of-use pricing option.

Time-of-use pricing affects the generation charge portion of your electric bill and, depending on when you use it, can give you greater control over what you spend on electricity.

This voluntary program could help you lower your electric bills if you use less electricity at times of peak demand, when electricity costs more to buy. Through May 31, 2011, the time-of-use rate will be 7.5 cents per kilowatt-hour for on-peak use and 6.1 cents per kilowatt-hour for off-peak use. Summer rates, which are typically higher, will be determined in late spring.

Please note that if you purchase your electricity from another supplier, you'll need to switch back to PPL Electric Utilities before you can sign up for our time-of-use option.

As with any purchasing decision, it's important to do your homework.

Depending on the time of day you use electricity, you may end up spending more with our time-of-use option than you would with your current supplier. Determine when you consume electricity, and be sure to read the terms and conditions of your agreement with your alternative generation supplier before making any decisions.

Get more information at www.pplelectric.com/tou.

From: (610) 774-6908
Karen Posten
PPL Corporation
2 N 9th St

Origin ID: ABEA



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Allentown, PA 18101

Ship Date: 28FEB11
ActWgt: 1.0 LB
CAD: 8616795/NET3130

Delivery Address Bar Code



SHIP TO: (717) 787-8009

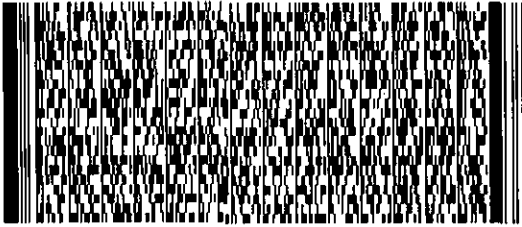
BILL SENDER

ROSEMARY CHIAVETTA
PA PUBLIC UTILITY COMMISSION
COMMONWEALTH KEYSTONE BLDG
400 NORTH ST
HARRISBURG, PA 17120

Ref # PER 205 734268 000
Invoice #
PO #
Dept #

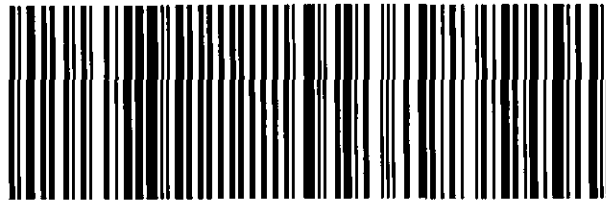
TUE - 01 MAR A1
PRIORITY OVERNIGHT

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