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VIA FEDERAL EXPRESS

August 24, 2011

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street, 2nd Floor North
Harrisburg, PA 17105-3265

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

AUG 24 2011

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**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 quarterly statistical report for May through July 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
May 1, 2011 – July 31, 2011
Docket No. P-2010-2168786**

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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 May 1, 2011 through July 31, 2011, there were 108,163 self-service transactions involving making payments (73,863 or 68.3%) and establishing payment agreements (34,300 or 31.7%). Of the total, there were 41,278 (38.2%) web transactions and 66,885 (61.8%) IVR transactions.¹ Regarding the 34,300 payment agreements, the breakdown between the website and IVR was 14.8% and 85.2%, respectively.

Type	May	June	July	Total
Website	11,609	13,795	15,874	41,278
▪ Payments	10,101	11,932	14,178	36,211
▪ Payment Agree.	1,508	1,863	1,696	5,067
IVR	15,928	21,971	28,986	66,885
▪ Payments	7,665	11,753	18,234	37,652
▪ Payment Agree.	8,263	10,218	10,752	29,233
Total	27,537	35,766	44,860	108,163
▪ Payments	17,766	23,685	32,412	73,863
▪ Payment Agree.	9,771	12,081	12,448	34,300

The following table shows the total number of payment agreements established from May through July and the number completed by customers through the self-serve applications.

Month	Total Payment Agreements	Self-Serve Payment Agreements	% Self-Serve
May	35,383	9,771	27.6%
June	39,384	12,081	30.7%
July	38,693	12,448	32.2%

The Commission's Opinion and Order also directed PPL Electric to track the number of service terminations prevented by customers using the self-serve system to establish payment agreements. See the table below for results from May 1, 2011 through July 31, 2011.

May	June	July	Total
578	677	870	2,125

¹ IVR = Interactive Voice Response system

2. PUC Complaints Received

The table below shows that from May 1, 2011 through July 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

May	June	July
0	0	0

In addition, over this same period PPL Electric monitored over 1,800 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 the website or IVR.

3. Customer Feedback

The Company sends a questionnaire to residential customers who use the web or IVR to make payments or to set up payment agreements. From May 1, 2011 through July 31, 2011, PPL Electric received approximately 50 responses from customers. Results from the survey revealed the following:

- Customers perceive the online payment agreement option as being easy and convenient.
- Nine out of ten customers were very satisfied with the online transaction.
- Customers who prefer this channel do so because it is faster and provides more anonymity.
- Payment agreement customers are more satisfied with PPL Electric than the general residential population.
- There were no indications that customers have had any major issues with online transactions.

Below are verbatim comments from customers who completed the survey:

- "PPL helped us, so we helped PPL."
- "It's not easy to ask for help when paying bills. Illness and lesser income make life a little more difficult. Thank you."
- "It was quicker, convenient, more confidential, and when I called in the past (years ago) the rep was very rude. It's hard enough when your income falls unexpectedly to also deal with rude reps on the phone. I am grateful for the ease of doing it online."

4. Communications

Other than distributing internal monthly reports showing web and IVR results, PPL Electric did not conduct any further communication activities. There were no external communications regarding self-service payment options during the period May through July.

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

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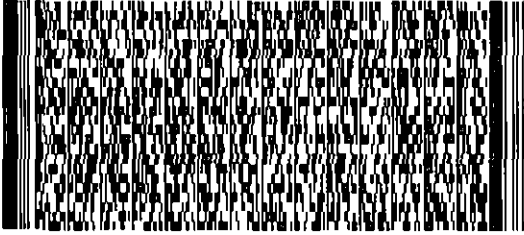


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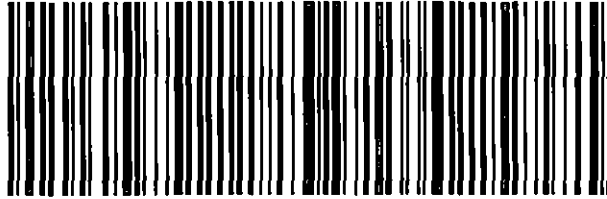
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