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**FEDERAL EXPRESS**

November 15, 2011

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

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NOV 15 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) to enable 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  
August 1, 2011 – October 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 August 1, 2011 through October 31, 2011, there were 135,108 self-service transactions involving making payments (100,624 or 74.5%) and establishing payment agreements (34,484 or 25.5%). Of the total, there were 55,106 (40.8%) web transactions and 80,002 (59.2%) IVR transactions.<sup>1</sup> Regarding the 34,484 payment agreements, the breakdown between the website and IVR was 14.0% and 86.0%, respectively.

Type	August	September	October	Total
<b>Website</b>				
▪ Payments	16,398	15,806	18,060	50,264
▪ Payment Agree.	1,629	1,461	1,752	4,842
<b>IVR</b>				
▪ Payments	16,937	16,214	17,209	50,360
▪ Payment Agree.	9,736	10,038	9,868	29,642
<b>Total</b>				
▪ Payments	33,335	32,020	35,269	100,624
▪ Payment Agree.	11,365	11,499	11,620	34,484

The following table shows the total number of payment agreements established from August 1 through October 31 and the number completed by customers through the self-serve applications.

Month	Total Payment Agreements	Self-Serve Payment Agreements	% Self-Serve
August	40,617	11,365	28.0%
September	39,653	11,499	29.0%
October	41,555	11,620	28.0%

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 August 1, 2011 through October 31, 2011.

August	September	October	Total
670	760	945	2,375

<sup>1</sup> IVR = Interactive Voice Response system

## **2. PUC Complaints Received**

The table below shows that from August 1, 2011 through October 31, 2011, PPL Electric received only one PUC informal complaint regarding establishing payment agreements using either the website or IVR.

### **▪ Number of PUC Informal Complaints**

<b>August</b>	<b>September</b>	<b>October</b>
0	0	1

In addition, over this same period PPL Electric monitored nearly 1,900 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 to set up payment agreements. From August 1, 2011 through October 31, 2011, PPL Electric received 118 responses from customers. Results from the survey revealed the following:

- The payment agreement transaction continues to meet customer needs and expectations.
  - It is perceived as being easy and convenient
  - It is considered a valuable alternate channel
  - 85% very satisfied with the online transaction this reporting period
- Customers who prefer this channel do so because:
  - They simply prefer online transactions
    - "I have kids and it is hard to talk on the phone, so online is much easier for me."*
  - Online provides more anonymity
  - The online payment agreement channel helps the customer immediately resolve a shutoff notice when the contact center is not open
    - "Received termination notice after business hours, wanted to take care of it immediately."*
- Payment agreement customers are more satisfied with PPL EU than the general residential population.
- Of those who completed an online and a phone payment agreement transaction, 8 out of 10 would choose to do it again online.
- During this most recent reporting period, 9 out of 118 survey respondents (7.6%) expressed dissatisfaction with the online payment agreement process. Their dissatisfaction was generally centered around:
  - The parameters or 'terms' of the agreement itself and not the actual online transaction
  - The lack of customer service hours on the weekend for those truly wanting to speak with someone

Below is a sampling of other verbatim comments from customers who participated in the survey:

*"Because when I called your number, I went right into an automated system. If I wasn't going to talk to an actual human to get my questions answered there was no point staying on the phone, so I completed it over the internet."*

*"Couldn't get to speak with an actual person on the phone!"*

*"I didn't understand the terms. It should have been very specific."*

*"I had made an error when changing checking accounts in forgetting to change it with PPL. I have repeatedly attempted to pay online but the only option available is budget. I have more money to pay with but the online service does not allow for that which is very frustrating."*

*"I called the number you have on the shut off notice hoping to speak with someone. I went into the automated system, so I hung up and took care of it on the internet. I felt that there were no options for me other than to accept what was presented because there was no one to discuss the option presented with and see if something else could be worked out."*

#### **4. Communications**

Other than distributing internal monthly reports showing web and IVR results, PPL Electric did not conduct any further communication activities. In addition, there were no external communications regarding self-service payment options during the period August 1 through October 31.

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 Karen Posten  
 PPL Corporation  
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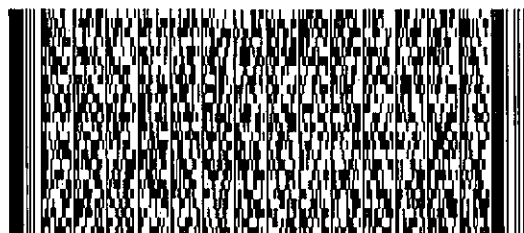
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