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FEDERAL EXPRESS

January 25, 2012

Rosemary Chiavetta, Esquire
Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street
Harrisburg, Pennsylvania 17120

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JAN 25 2012

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 directed the Company to prepare and file with the Commission a one-year report related to the self-serve payment agreement pilot. PPL Electric must file the report with the Commission no later than 60 days after the end of the first year of the program's implementation.

Enclosed are an original and three (3) copies of PPL Electric's one-year report for the period November 16, 2010 through November 30, 2011.

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: Mr. Timothy Dahl, PPL Electric



PPL Electric Utilities Corporation

One-Year Evaluation Report Self-Serve Payment Agreements November 16, 2010 to October 31, 2011

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

January 31, 2012

**PPL Electric Utilities Corporation
One-Year Evaluation Report
Self-Serve Payment Agreement Pilot
November 16, 2010 to October 31, 2011**

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PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

I. Introduction

With approval from the Pennsylvania Public Utility Commission (“Commission” or “PUC”), PPL Electric Utilities Corporation (“PPL Electric” or the “Company”) began a two-year pilot on November 16, 2010 that permits residential customers to establish their own payment agreements. Customers can establish payment agreements by using PPL Electric’s interactive voice response (“IVR”) system or its website. Setting up timely payment agreements can help customers with overdue balances avoid potential termination of service. The introduction and growth of the Internet and enabled devices like lap tops, smart phones, and tablets has dramatically changed how customers communicate with each other and businesses like PPL Electric.

More and more customers are choosing self-serve options to conduct their business with the Company. For example, from 2006 through 2009, IVR and website transactions for PPL Electric grew from 936,867 to 2,094,621 – an increase of 123.6 percent. This trend has continued for PPL Electric’s customers. In 2011, over 60 percent of all customer transactions were self service.

On September 24, 2010, the Commission entered an Opinion and Order (Docket No. P-2010-2168786) approving the implementation of PPL Electric’s two-year pilot. The Opinion and Order directed the Company to “. . . prepare a comprehensive report related to the IVR system and website interface to be filed with the Commission no later than 60 days after the end of the first year of the program’s implementation.” The report should evaluate, *inter alia*, the overall effectiveness of the program, frequency of usage, implementation challenges, customer complaints stemming from the use of the system, and the number of terminations prevented.

The information presented below addresses the topics covered in the above-referenced Opinion and Order, as well as other items that may be of interest to the Commission (e.g., customer satisfaction).

II. Background

PPL Electric's objective was twofold: (1) obtain approval from the Commission to implement the pilot; and (2) develop system capabilities and processes, and start the self-serve payment agreement pilot in 2010. The Company began informal discussions with staff from the Commission's Bureau of Consumer Services ("BCS") in February 2010. PPL Electric met with BCS staff on March 5, 2010 in Harrisburg to discuss the purpose of the proposed pilot and to identify potential regulatory concerns.

On March 12, 2010, the Company received an informal opinion from the PUC's Law Bureau indicating that the appropriate course of action for PPL Electric was to submit a petition to the Commission pursuant to 52 Pa. Code, § 56.222. Commission staff recommended this course of action because it was not clear that PPL Electric's proposed self-serve payment agreement pilot would comply with the requirements of 52 Pa. Code, § 56.97(a). This provision of the regulations states that an authorized utility employee had to fully explain certain information to customers (e.g., available methods to avoid termination of service). As a result of this informal guidance, PPL Electric filed a petition with the Commission on April 7, 2010. The Company requested a declaratory order to remove uncertainty regarding the application of 52 Pa. Code, § 56.97(a) to the Company's proposed self-serve pilot for payment agreements. In the alternative, PPL Electric also requested a two-year waiver of the appropriate regulations.

On April 22, 2010, PPL Electric served a copy of the above-reference petition on all parties of record in the proposed rulemaking at Docket No. L-00060182. On May 12, 2010 and May 17, 2010, the Pennsylvania Office of Consumer Advocate ("OCA") and the Pennsylvania Utility Law Project ("PULP"), respectively, filed answers in response to the filing of PPL Electric's petition on April 7, 2010. Both parties identified concerns with the Company's proposed self-serve pilot.

Staff from PPL Electric met with representatives from the OCA and PULP on June 3, 2010 in Harrisburg to discuss the objectives of the pilot, to review system capabilities, including a demonstration of the screens that customers would see, and to discuss other concerns. Regarding the self-serve system for establishing payment agreements, both the OCA and PULP suggested changes and additions for PPL Electric to consider. On July 8, 2010, PPL Electric conducted a conference call with staff from the OCA and PULP to review their proposed changes. The Company was able to incorporate most of their suggestions. As a follow-up item,

PPL Electric also agreed to provide the parties with additional system screen shots covering other customer-related scenarios.

On August 18, 2010, the Commission adopted its Opinion and Order granting PPL Electric a two-year waiver of 52 Pa. Code, § 56.97(a) for the limited purpose of implementing its self-serve payment agreement pilot. The Commission entered the Opinion and Order on August 24, 2010. The ordering paragraphs required PPL Electric to:

1. Work with BCS staff when developing the scripts for the Interactive Voice Response System and the text for the website;
2. Track and report the costs associated with the implementation of the proposed program;
3. File quarterly statistical reports with the Commission detailing customer usage and informing the Commission of any problems that arise with the program; and
4. Prepare a comprehensive report related to the IVR system and website interface with the Commission no later than 60 days after the end of the first year of the program's implementation.

III. Objectives and Benefits

As indicated above, PPL Electric has experienced a significant growth in customers using self-serve options. More and more customers want to conduct their business with the Company according to their schedules. Standard business hours (8:00 a.m. to 5:00 p.m., Monday through Friday) are not necessarily convenient for them. From PPL Electric's perspective, the objectives of the two-year pilot are as follows:

1. Determine if customers with overdue balances will use the self-serve payment options;
2. Identify any system or process issues that may impede participation in the self-serve pilot;
3. Offer customers more payment options and control;
4. Provide customers with the flexibility to communicate with PPL Electric beyond normal business hours; and
5. Reduce terminations of service for payment-troubled customers.

PPL Electric also believes that self-serve payment options provide benefits to customers and the Company.

Customer Benefits

Key benefits for customers include the following: (a) providing two additional channels (IVR and web) to enter into payment agreements to prevent termination of service; (b) offering a means for customers to respond to termination notices at their convenience; (c) accommodating the growth of online and automated resources to manage billing and payment matters; (d) avoiding termination of service; and (e) providing automatic referrals to assistance programs (e.g., Customer Assistance Program or “CAP”).

PPL Electric Benefits

Benefits for PPL Electric include the following: (a) improving customer satisfaction; (b) providing more flexibility to customers in addressing their overdue bills; (c) helping to manage overdue receivables; (d) strengthening consumer protections and lowering costs by reducing the number of terminations; and (e) helping PPL Electric to better manage its significant increase in call volume and other transactions.

PPL Electric has experienced a significant growth in customer transactions (e.g., telephone calls, IVR and website). The number of transactions has grown from about 4.2 million in 2009 to around 6.5 million in 2011 – an increase of 54.8 percent. Given this trend, providing customers with effective self-serve options is a key objective for PPL Electric.

IV. IV. System Development Process

The Company patterned the self-serve payment assistance application after a web-based call-flow tool used by its Customer Service Representatives (“CSR”). PPL Electric created the CSR call-flow tool in March 2009 to improve compliance with Commission regulations, to strengthen adherence to internal processes, and to enhance call handling efficiency.

The process to develop the new application for self-serve payment agreements was a collaborative effort involving staff from various departments within PPL Electric and PPL Services Corporation. An equivalent off-the-shelf system that the Company could purchase externally was not available. The Information Technology (“IT”) group collected and analyzed input from the participants on the project team, and produced a payment arrangement system designed to meet customers’ expectations (e.g., easy to use and more payment plan options). PPL Electric’s development model was to design a tool around its current processes and systems.

The key benefits of this approach include the CSRs' familiarity with existing processes, reduced training time and more efficient system development.

The key requirements for self-serve payment agreements included the following:

- Enabling the web-based application to be used directly by customers for payment assistance on PPL Electric's website; and
- Modifying the associated business processes and enabling the appropriate functionality to replace the current IVR self-service application for payment assistance with the web-based version.

The self-serve tools give customers the option to set up payment agreements through PPL Electric's web or IVR, including residential customers who received an initial termination notice. The system (website and IVR) advises customers of all possible methods to avoid termination of service. The tools provide either written (through its website) or automated (through its IVR) reminders to customers that they may speak directly with a CSR at any time during normal business hours.

The initial screen (website) or prompt (telephone) provides the customer's balance, past-due amount, scheduled termination of service date, etc. The second screen or prompt details "Payment Assistance Options" and provides several payment options, including paying a reinstatement amount, reporting a payment, or establishing a payment agreement. The option to establish a payment agreement includes details regarding agreement terms, budgeted billing, and universal service programs, such as LIHEAP and CAP.¹ The system will request updated financial information using the same criteria used by PPL Electric's CSRs. (See Attachment 1 for samples of these screens.)

The system also includes confirmations that the Company sends a follow-up email (web) or letter (telephone). The confirmations explain the steps that customers should take if they disagree with or do not understand the payment agreement. These confirmations include PPL Electric's toll-free telephone number, as well as the Company's hours of operation for its call center.

Both the website and the IVR provide medical certification information. If customers answer the inquiry of whether a medical condition exists in the home in the affirmative, the systems will automatically place a three-day hold on any collection activity.

¹ LIHEAP (Low-Income Home Energy Assistance Program) and CAP (Customer Assistance Program)

Then, a second message will explain how customers may proceed with either a licensed doctor or nurse practitioner in contacting the Company.

In summary, the self-serve tools offer several options to customers, including establishing a payment agreement. All account documentation and CAP referrals occur automatically, and customers who use these tools still have the option to speak with a PPL Electric representative. Other key system features include:

- The voiding of termination orders automatically when the appropriate conditions are met; and
- Customers with defaulted OnTrack (CAP) agreements are eligible.

V. Implementation Steps and Program Costs

Below is a chronological summary of the key implementation steps and milestones for the development of PPL Electric's self-serve payment agreement pilot.

Implementation Steps and Milestones

- December 8, 2009 – Staff from Customer Services and IT held a project kickoff meeting.
- December 15, 2009 – Completed Agile Methodology training for project team members. This process allowed for the business team to review and test the programming requirements completed every two weeks by the IT group. The Company referred to these two-week releases as “sprints.”
- December 31, 2009 – Completed detailed requirements gathering. This process established a product workload that allowed the business to schedule the requirement tasks for each two-week sprint.
- January 4, 2010 – Sprint 1. Coding for system requirements and user acceptance testing began. This was the first of five scheduled sprints.
- February 2, 2010 – Sprint 2. The business team members agreed to write the IVR requirements for each sprint going forward. The team used this approach to help with the coding work.
- February 16, 2010 – Sprint 3. Used business resources for user acceptance testing to identify possible system “bugs.”
- March 2, 2010 – Sprint 4. The project team reviewed the web scripts with Corporate Communications and the web support group.
- March 5, 2010 – PPL Electric met with BCS staff to review the self-serve proposal and to identify any implementation issues or concerns.

- March 12, 2010 – The Company completed web security testing and identified no issues or follow-up action items.
- March 19, 2010 – Sprint 5 completed, including the user acceptance testing. Although PPL Electric conducted testing every two weeks, it also completed regression testing to ensure that all functionality worked together and properly. The first round of IVR recording sessions was completed.
- April 7, 2010 – PPL Electric filed a petition to seek a waiver of § 56.97(a) in order to implement the enhanced self-serve payment options.
- June 3, 2010 – Staff from PPL Electric met with representatives from the OCA and PULP to discuss the pilot and provide a demonstration of its capabilities.
- July 1, 2010 – Completed IVR usability test and presented findings to the project team.
- July 8, 2010 – Held a telephone conference call with representatives from OCA and PULP to review their suggested changes.
- August 18, 2010 – The PUC approved the petition filed by PPL Electric for its two-year self-serve pilot.
- October 26, 2010 – Completed the final system programming changes and regression testing for the web and IVR applications.
- November 1, 2010 – PPL Electric sent screen shots and a proposed “go live” date to BCS staff.
- November 4, 2010 – Released “Our Front Door” article to PPL Electric’s Customer Services Department. The article provided information about the new self-serve payment agreement options.
- November 9, 2010 – Computer-based training provided to CSRs at PPL Electric’s Lehigh and Scranton call center locations.
- November 15, 2010 – The project team held a “Go/No Go” meeting for the release of the self-serve payment options system.
- November 16, 2010 – Released self-serve payment agreement system for web and IVR applications. Customers began using the new system within five minutes of its release.²

² The system became available for customer use at approximately 9:30 p.m.

Program Costs and Potential Savings

Most of the costs for this project are associated with staff time needed for planning, computer programming and testing of the system. PPL Electric did not have to purchase any computer software or purchase or build any new computer servers. Because the system is self-serve and pointed toward customers, there was minimal training required for PPL Electric's CSRs.

The total cost of the project was approximately \$351,000; the individual component costs appear in the table below.

Cost Components	Costs
Project costs for programming and business resources	\$301,667
Programming changes from the OCA and PULP	14,014
IVR usability tests	35,000
Total	\$350,681

Residential customers used the on-line self-serve system to set up 107,331 payment agreements between November 16, 2010 and October 31, 2011. At an average cost of \$9 per collections call, PPL Electric was able to avoid nearly \$966,000 in costs over this period. As noted above, with a system development cost of approximately \$351,000, the initial cost-benefit ratio for the self-service system was very favorable.

VI. Program Results

PPL Electric offered its new self-serve payment agreement capabilities to residential customers in mid-November 2010. The table below shows that from November 16, 2010 through October 31, 2011, there were 382,511 self-service transactions involving making payments (275,180, or 71.9%) and establishing payment agreements (107,331, or 28.1%). Of the total, there were 163,932 (42.9%) web transactions and 218,579 (57.1%) IVR transactions. Regarding payment agreements, the breakdown between the website and IVR was 14.3% and 85.7%, respectively.

Transaction	Website	IVR	Total
Payments	148,621	126,559	275,180
Payment Agreements	15,311	92,020	107,331
Total	163,932	218,579	382,511

The following table shows a breakdown by quarter of the payments made and payment agreements established through the web or IVR.³

	1 st Qtr ⁴	2 nd Qtr	3 rd Qtr	4 th Qtr
▪ Payments	31,855	30,291	36,211	50,264
▪ Payment Agreements	2,423	2,979	5,067	4,842
Website Total	34,278	33,270	41,278	55,106
▪ Payments	13,819	24,728	37,652	50,360
▪ Payment Agreements	13,213	19,932	29,233	29,642
IVR Total	27,032	44,660	66,885	80,002
▪ Payments	45,674	55,019	73,863	100,624
▪ Payment Agreements	15,636	22,911	34,300	34,484
Overall Total	61,310	77,930	108,163	135,108

From the above table, PPL Electric draws the following conclusions regarding self-serve payments and self-serve payment agreements from the first quarter through the fourth quarter of the pilot:

- Payments received through the web and IVR increased by 120.3% – from 45,674 to 100,624.
- Payment agreements established through the web and IVR increased by 120.5% – from 15,636 to 34,484.
- Payments received through the web grew by 57.8% – from 31,855 to 50,264. Payment agreements established through the web grew by 99.8% – from 2,423 to 4,842.
- Payments received through the IVR increased by 264.4% – from 13,819 to 50,360. Payment agreements established through the IVR increased by 124.3% – from 13,213 to 29,642.

An important objective of the pilot is to reduce residential terminations by offering customers more options. The Commission’s Opinion and Order directed PPL Electric to track the number of service terminations prevented by customers using the self-serve system to establish payment agreements. Because the pilot began in mid-November of 2010, PPL Electric had already stopped its termination of service activities for residential customers. In addition, the Company did not pursue termination of service from December 1 through March 31 for

³ See Attachment 2 for a copy of the quarterly statistical reports that PPL Electric submitted to the Commission.

⁴ Since the pilot started on November 16, 2010, results for the 1st quarter include partial results for November.

customers who had overdue balances and household incomes exceeding 250% of the federal poverty level.

From April 1, 2011 through October 31, 2011, there were 4,765 customers who used the self-serve options to establish payment agreements that cancelled termination of service orders. The following table shows the breakdown by month.

April	May	June	July	August	Sept.	October	Total
265	578	677	870	670	760	945	4,765

As indicated above, 4,765 customers used the system to establish payment agreements that cancelled termination orders. If PPL Electric had ultimately terminated service for half of these customers, the estimated cost would have been approximately \$327,000 (\$140 per shutoff x 2,338 customers).⁵ This potential for cost avoidance supports the favorable cost-benefit ratio associated with the self-serve payment agreement pilot.

The above numbers exclude terminations that customers avoided by making timely payments through the web or IVR. PPL Electric believes that there were thousands of residential customers who likely avoided termination of service by making self-serve payments. The Company does not have exact numbers because it would be difficult to extract the data from its billing and payment system.

PPL Electric and the Commission are also interested in customer complaints and concerns about using the new self-serve payment agreement tools. The Company attempted to track these types of complaints primarily through three methods: (a) tracking informal complaints filed with the Commission; (b) identifying concerns through the monitoring of customer calls; and (c) evaluating comments received from a customer satisfaction survey.

In looking at PUC informal complaints received by PPL Electric from November 16, 2010 through October 31, 2011 regarding the self-serve payment agreement system, only one (1) customer filed a complaint. During this same period, Quality Assurance (“QA”) Specialists from the Company monitored approximately 7,300 telephone calls handled by CSRs. None of the QA Specialists identified specific telephone calls where the use of the self-serve system was a topic of concern for residential customers. Finally, the Company sent an on-line questionnaire to customers who set up payment agreements. Survey results show that about 85% of customers

⁵ These estimated costs include labor, vehicles, supervision, collection calls and collection letters.

who established self-serve payment agreements were very satisfied with the system. They perceive it as being easy to use, convenient and a valuable alternative channel. This report discusses the survey approach and results in more detail below.

VII. Communications

Because the new system is self-serve and does not require the intervention or support of CSRs, PPL Electric's internal communication efforts were not extensive. The communications focused primarily on Customer Services employees who work at the Company's call center locations. PPL Electric staff reviewed information about the self-serve payment agreements options with call center managers, supervisors and CSRs through staff meetings, written materials, news letters, system demonstrations, team meetings, electronic display boards, etc. The Company also prepared and distributed internal monthly reports showing various metrics for the web and IVR applications.

For external audiences, PPL Electric took a relatively low-key approach as well. The Company issued a news release on January 12, 2011, and included information about the self-serve payment agreement options in its February 2011 bill insert. PPL Electric also distributed a flyer (in English and Spanish) to local community organizations to promote the availability of these options. (See Attachment 3 for a copy of the news release, bill insert and flyer).

None of these external activities resulted in media inquiries or an increase in customer calls regarding self-serve payment agreements. Other than issuing an on-line survey to customers who used the system, PPL Electric conducted no other external outreach efforts in the second, third and fourth quarters of the pilot. As discussed earlier, even with this modest communications approach, the Company saw steady growth in the use of the system over the course of the year.

VIII. Customer Satisfaction and Feedback

To better assess and gauge customers' opinions of using the self-serve payment options, PPL Electric developed an on-line survey to gather feedback from customers about their transactions. The objective of the survey was to understand:

- Level of satisfaction in completing transactions

- Problems encountered in completing transactions
- Customers' understanding of what they agreed to
- Reasons for choosing the on-line channel for transactions
- Preferences of communication channel (telephone versus on-line)
- Customers' willingness to use the on-line channel again

To obtain feedback from customers, PPL Electric included a link to the survey (see Attachment 4 for a copy of the survey) at the bottom of the confirmation e-mail customers receive when they establish a short-term collection agreement, monthly payment agreement, or due date extension. This message reads as follows:

"PPL Electric Utilities is very interested in your input on this transaction. Please take just a few minutes to complete a survey about your experience by clicking the link below. Thank you for your input!"

The Company received 198 survey responses from customers who used the on-line payment agreement system. The following information provides a summary of the responses from customers. (See Attachment 5 for a copy of the full report).

- Customers perceived the system as easy and convenient.
- Most (89%) are very satisfied with the on-line transaction system.
- Customers liked the on-line system for several reasons: they prefer on-line transactions; it provides more anonymity; and it is faster.
- Payment agreement customers are more satisfied with PPL Electric than the general residential population.
- Of those who completed an on-line and telephone payment agreement transaction, eight out of ten would choose to do it again on-line.
- During 2011, five (5) percent of customers expressed dissatisfaction with the on-line payment agreement process. Their concerns were generally centered around the terms of the agreement and the inability to speak with a live agent on the weekend.

PPL Electric plans on continuing to use the on-line customer satisfaction survey for the duration of the two-year pilot. Although the response from customers to the survey is lower than what the Company would like, PPL Electric believes that there is value in tracking customers' responses.

IX. Mid-Pilot Assessment

When evaluating what has happened with the self-serve pilot over the past 12 months, PPL Electric is generally satisfied with the results. A key objective was to determine if customers would use the system to establish payment agreements. As indicated above, from the first quarter through the fourth quarter of the pilot, the number of customers using the system to establish payment agreements increased by 120 percent. Another important objective was to reduce the number of residential terminations. Nearly 4,800 customers established payment agreements that cancelled termination notices. PPL Electric was also interested in identifying any system or process issues that would impede participation in the pilot. There were no serious system “bugs” or “glitches” that affected the new self-serve system. The rollout of the system went smoothly; customers started using it within five (5) minutes of its availability. In addition, the self-serve payment agreement system has not experienced any major technical issues during its first year.

Feedback from customers who used the system has been positive as well. About 89 percent of customers indicated that they were very satisfied with the system and that 80 percent would use it again. The research showed that customers who used the on-line system had a more favorable attitude about PPL Electric than other residential customers. Negative reactions from customers who used the system were more about the options available to them rather than the system itself. In addition, PPL Electric received only one (1) PUC informal complaint regarding the self-serve payment agreement system during the first year of the pilot. Careful monitoring of thousands of telephone calls by the Company’s quality assurance staff did not reveal customer concerns with the self-serve payment options. The introduction of the new system had a minimal impact on call volume at PPL Electric’s call centers.

In the development and implementation of the pilot, the Company was able to work collaboratively with representatives from Commission staff, the OCA and PULP. PPL Electric found the interactions and feedback to be helpful and productive. The Company was able to incorporate most of the suggestions offered by these stakeholders.

After the initial rollout of the system, PPL Electric listened to concerns from customers who used the system but were not yet in the collection process. The Company changed the scripting in the system for these customers because the original text suggested that PPL Electric was about to terminate their service. Some of these customers took offense to this

scripting. Concerns and complaints from these customers disappeared quickly after the Company changed the text.

PPL Electric will continue its efforts to carefully track the progress of the pilot, including identifying and correcting any technical issues and responding to customer concerns identified from the survey, call monitoring activities, or complaints to the Commission. At this mid-point stage of the pilot, the Company sees solid potential for the continued growth and effectiveness of the new system.

X. Conclusion

PPL Electric appreciates the necessity and difficulty of anticipating customers' future wants and needs. It requires a careful and thoughtful balancing of preparing to serve their desires while simultaneously being mindful of the cost impacts. The Company's experience over the past several years clearly demonstrates that self-serve options are important to customers, as witnessed by the significant growth in self-serve transactions. Nearly 60 percent of all customer transactions for PPL Electric in 2011 were self-serve, which is a sobering statistic. A key strategy for the Company has been to develop and promote self-serve options for residential customers, which account for a strong majority of contacts and transactions.

The implementation of the self-serve payment agreement pilot is simply a natural extension of this strategy; that is, serve customer needs, increase customer satisfaction, improve internal efficiencies and better manage costs. As the issues and challenges of the electric industry have become more complex (generation shopping, evolving retail markets, etc.), self-serve tools for routine customer transactions are becoming a necessity. Now, more than ever, PPL Electric's CSRs are handling complex calls involving multiple issues and concerns.

PPL Electric commends the Commission for permitting the Company to test the efficacy of allowing residential customers to establish their own payment agreements. With advances in technology and other innovations often out in front of the promulgation of associated regulations, the Company believes that pilots with specific and limited purposes help to advance services that can benefit both customers and utilities. Modernizing interactions with customers, while maintaining appropriate consumer protections, serves the long-term interests of all stakeholders.

List of Attachments

Attachment 1 – Samples of System Screen Shots

Attachment 2 – Quarterly Statistical Reports

Attachment 3 – News Release, Bill Insert and Flyer

Attachment 4 – Survey Questionnaire

Attachment 5 – On-Line Survey Report

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Attachment 1

Samples of System Screen Shots



Residential Customers

Welcome screen displays the scheduled termination of service date, the medical certification script, agency assistance programs and recent attempts to contact the customer.

Payment Assistance – Welcome

[Payment History](#) | [View Bill](#)

Account Balance: 5859.42
Shut-Off Date on or after: **Tuesday, September 06, 2011**

Recent Attempts To Contact You	
Date	Action
08/24/2011	Termination notice mailed
08/24/2011	Defaulted Payment Agreement

Termination of service can have serious consequences for you or 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 that are available to you to avoid termination of service.

If someone living in your home is seriously ill or has a medical condition, we will not shut off your service for up to 30 days if a doctor or nurse practitioner verifies that such an illness exists. You also must make arrangements to pay your bill.

Is there a serious medical condition in your home?

Yes No

There are programs available for qualified customers who need help paying their bills or need help on reducing their electric bill. If you are interested in learning more about these programs, [click here](#).

nyPPL

Welcome,
Capers
capers@pphweb.com
[date your web profile](#)
[Bank Information](#)

Account #:
190-92066 [View](#)

Address:
SOUTHSIDE DR
WYLLIE, PA 17241

Account Type:
0
[Account/Add a different account](#)

[View My Bill](#)

[Make a Payment](#)

[Payment Assistance](#)

[nyPPL Alerts Enrollment](#)



Residential Customers

Payment Assistance – Financial Information

[Payment History](#) | [View Bill](#)

In order to comply with regulatory requirements and to provide you with the appropriate payment agreement terms we need to take some financial information first.

May we take some financial information? Yes No

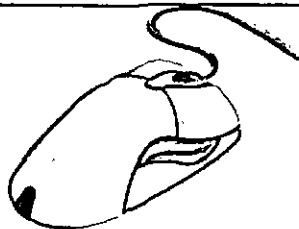
myPPL

Welcome,
Ron Capers
rgcapers@ppiweb.com
[\[Update your web profile\]](#)
[\[My Bank Information\]](#)

Account #:
69230-70004 [\[View\]](#)

Address:
1120 HECKS DR
DAUPHIN, PA 17018

Rate Type:
RSO Distribution Only
[\[Select/Add a different account\]](#)



Residential Customers

Payment Assistance - Agreement Terms

[Payment History](#) | [View Bill](#)

Your initial payment of: \$87.00 is due on: 12/08/2010

Each future monthly bill will include an installment amount of \$15.00 per month until you are finished paying the overdue balance.

Are you in agreement with these terms? Yes No

Would you be interested in our Budget Billing program? [What is Budget Billing?](#)

Your Budget Bill amount would be: \$325.00

Your installment amount of \$15.00 would be added to the Budget Bill amount each month until you are finished paying the overdue balance.

Would you like to enroll in Budget Billing? Yes No

To Find the Nearest Authorized
Bill Payment Center
Click Here 

Credit & Debit Card Payments
Call: 1-800-672-2413 

myPPL

Welcome,
Ron Capers
rgcapers@pplweb.com
[\[Update your web profile\]](#)
[\[My Bank Information\]](#)

Account #:
69230-70004 [\[View\]](#)

Address:
1120 HECKS DR
DAUPHIN, PA 17018

Rate Type:
RSO Distribution Only
[\[Select/Add a different account\]](#)

- > myPPL Energy Analyzer
- > View My Bill
- > Make a Payment
- > Payment Assistance
- > Phase-In Option
- > Deferral Option



Quick-Links



Residential Customers

Payment Assistance – Payment Assistance Programs

[Payment History](#) | [View Bill](#)

You may be eligible for the following assistance programs. Click on the program name for more details.

[LIHEAP](#)

[Operation Help](#)

Operation HELP provides emergency financial aid to pay heating bills for families with financial hardships. PPL Electric Utilities was one of the first utilities to establish a fuel fund for customers in need. Operation HELP is funded by customers, employees and PPL, and is administered by a network of local agencies.

Please contact **HELP Office** at 717-238-2851 for more details.

Please contact **Upper Dauphin Human Services** at 717-362-3321 for more details.

myPPL

Welcome,
Ron Capers
rgcapers@pplweb.com
[\[Update your web profile\]](#)
[\[My Bank Information\]](#)

Account #:
69230-70004 [\[View\]](#)

Address:
1120 HECKS DR
DAUPHIN, PA 17018

Rate Type:
RSO Distribution Only
[\[Select/Add a different account\]](#)



Quick Links



Residential Customers

Payment Assistance – Recap

[Payment History](#) | [View Bill](#)

We have set you up on a payment agreement to pay your current or budget bill of **\$87.00** by **12/8/2010**. Beginning with your next bill due date, each monthly bill will include an additional installment amount of **\$15.00** until you are finished paying your past due balance.

By clicking on 'I Accept' below, I am indicating my satisfaction with the terms of this agreement.

Previous

I Accept

Cancel

To Find the Nearest Authorized
Bill Payment Center

[Click Here](#)

Credit & Debit Card
Payments



Call: 1-800-672-2413

myPPL

Welcome,
Ron Capers
rgcapers@pplweb.com
[\[Update your web profile\]](#)
[\[My Bank Information\]](#)

Account #:
69230-70004 [\[View\]](#)

Address:
1120 HECKS DR
DAUPHIN, PA 17018

Rate Type:
RSO Distribution Only
[\[Select/Add a different account\]](#)



Residential Customers

Payment Assistance - Confirmation

[Payment History](#) | [View Bill](#)

Thank you for using myPPL Payment Assistance. The transaction has been successfully completed. An e-mail confirmation has been sent.

Would you like to make a payment today?

[Click To Make A Payment](#)

Would you like to report a payment today?

[Click To Report A Payment](#)

[Return to My Account Details](#)

[Log Out](#)

To Find the Nearest Authorized
Bill Payment Center
[Click Here](#)



Credit & Debit Card
Payments
Call: 1-800-672-2413




Welcome,
Ron Capers
rgcapers@pplweb.com
[\[Update your web profile\]](#)
[\[My Bank Information\]](#)

Account #:
69230-70004 [\[View\]](#)

Address:
1120 HECKS DR
DAUPHIN, PA 17018

Rate Type:
RSO Distribution Only
[\[Select/Add a different account\]](#)

RECEIVED

JAN 25 2012

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Attachment 2

Quarterly Statistical Reports

Paul E. Russell
Associate General Counsel

PPL
Two North Ninth Street
Allentown, PA 18101-1179
Tel. 610.774.4254 Fax 610.774.6728
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

JAN 25 2012

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**

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 (15,836 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	2	3	4	5 - Average	6	7	8	9	10
Unacceptable									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	2	3	4	5 - Average	6	7	8	9	10
Unacceptable									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 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 type="radio"/>	<input 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.

#

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

www.pplelectric.com

09078337

connect



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.

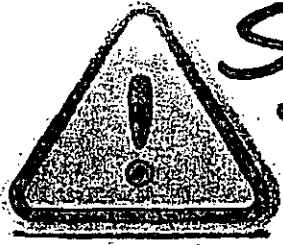
The federal Department of Energy says only 20 percent of homes built before 1980 are well insulated.

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.

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



VIA FEDERAL EXPRESS

May 27, 2011

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

**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 Secretary 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 February through April for the two-year pilot.

Pursuant to 52 Pa. Code § 1.11, the enclosed document is to be deemed filed on May 27, 2011, which is the date it was deposited with an overnight express delivery service as shown on the delivery receipt attached to the mailing envelope.

Rosemary Chiavetta, Esquire

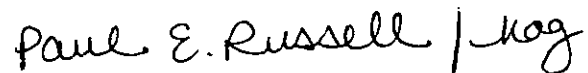
- 2 -

May 27, 2011

In addition, please date and time-stamp the enclosed extra copy of this letter and return it to me in the envelope provided.

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

Sincerely,

A handwritten signature in black ink that reads "Paul E. Russell" followed by a stylized flourish or initials.

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
February 1, 2011 to April 30, 2011
Docket No. P-2010-2168786**

1. Usage Statistics

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

The table below shows that from February 1, 2011 through April 30, 2011 there were 76,930 self-service transactions involving making payments (54,019 or 70.2%) and establishing payment agreements (22,911 or 29.8%). Of the total, there were 33,270 (43.2%) web transactions and 43,660 (56.8%) IVR transactions.¹ Regarding the 22,911 payment agreements, the breakdown between the website and IVR was 13.0% and 87.0%, respectively.

Type	February	March	April	Total
Website	13,339	11,653	8,278	33,270
▪ Payments	12,377	10,659	7,255	30,291
▪ Payment Agree.	962	994	1,023	2,979
IVR	9,929	11,480	22,251	43,660
▪ Payments	3,792	4,285	15,651	24,728
▪ Payment Agree.	6,137	7,195	6,600	19,932
Total	23,268	23,133	30,529	76,930
▪ Payments	16,169	14,944	22,906	54,019
▪ Payment Agree.	7,099	8,189	7,623	22,911

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 establishing payment agreements. See the table below for results through April 30, 2011. Please note that PPL Electric did not terminate any residential electric service during February or March of this year.

February	March	April	Total
0	0	265	265

2. PUC Complaints Received

The table below indicates that from February 1, 2011 through April 30, 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**

February	March	April
0	0	0

¹ IVR = Interactive Voice Response system

In addition, during this same period PPL Electric monitored over 1,600 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 the IVR.

3. Customer Feedback

PPL Electric's web survey shows that overall customers are not satisfied with the amounts they must pay to avoid termination of service, but they liked the ability to set up payment agreements online. The Company received the following message from a customer who used the self-service option to establish a payment agreement.

"I set up a payment arrangement and I am not understanding how Someone with a fixed income on disability can have to pay more than Half of their total income to avoid shut off. How am I suppose to pay my mortgage as well? It's either pay for electricity or have a roof over mine and my children's heads. I do not understand. But I will pay the amount as we need electricity. I did find it convenient to set up the arrangement online. Thank you."

PPL Electric was able to identify this customer and will follow up to determine if the customer qualifies for OnTrack, which is the Company's Customer Assistance Program. The customer may also qualify for weatherization services and energy conservation education through PPL Electric's WRAP program.

4. Communications

Other than preparing and distributing internal monthly reports showing various web and IVR results, PPL Electric did not conduct any further communication activities. There were no external communications regarding self-serve options during the period February through April.

May 26, 2011

Paul E. Russell
Associate General Counsel

PPL
Two North Ninth Street
Allentown, PA 18101-1179
Tel. 610.774.4254 Fax 610.774.6728
perussell@ppiweb.com



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

**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**

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:

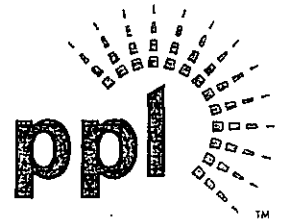
- "PPL helped us, so we helped PPL."
- "It's not easy to ask for help when paying bills. Illness and lesser income make life a little more difficult. Thank you."
- It was quicker, convenient, more confidential, and when I called in the past (years ago) the rep was very rude. It's hard enough when your 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.

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

November 15, 2011

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

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,

A handwritten signature in black ink that reads 'Paul E. Russell'. The signature is written in a cursive, flowing style.

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**

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.¹ 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
Website	18,027	17,267	19,812	55,106
▪ Payments	16,398	15,806	18,060	50,264
▪ Payment Agree.	1,629	1,461	1,752	4,842
IVR	26,673	26,252	27,077	80,002
▪ Payments	16,937	16,214	17,209	50,360
▪ Payment Agree.	9,736	10,038	9,868	29,642
Total	44,700	43,519	46,889	135,108
▪ 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

¹ 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 complaints regarding establishing payment agreements using either the website or IVR.

▪ Number of PUC Informal Complaints

August	September	October
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 through Oct 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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Attachment 3

**News Release,
Bill Insert and Flyer**

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



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

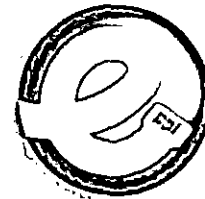
Customer service:
1-800-342-5775
1-800-DIAL PPL
Automated phone lines
are open 24 hours a day,
seven days a week.

**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.



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.

Self-service payment assistance from PPL Electric Utilities

Early riser or night owl,
payment assistance from PPL
Electric Utilities
is ready when you are.

With our safe and secure self-service tools, available by phone at 1-800-358-6623 or at www.pplelectric.com, you can get help managing your account and maintain uninterrupted electric service.

Dial in or log on whenever or wherever it fits your schedule and lifestyle – day or night, weekday or weekend.

You'll be able to:

- Set up a payment plan.
- Restart a previous payment agreement.
- Make a payment.
- Report a payment.
- Learn about additional payment assistance programs.

You still can call our customer care center and speak to someone during business hours – 8 a.m. to 5 p.m. – if you need assistance, if you need more information or if you disagree with any information provided to you.



www.pplelectric.com
1-800-358-6623



PPL Electric Utilities

Asistencia automatizada de pagos de PPL Electric Utilities

Madrugador/a o trasnochador/a, la
asistencia de pagos de PPL Electric
Utilities está lista cuando usted lo está.

Con nuestras herramientas automatizadas seguras,
disponibles por teléfono en el 1-800-358-6623 o en
www.pplelectric.com, usted puede recibir ayuda en
el manejo de su cuenta y a mantener su servicio
eléctrico ininterrumpido.

Marque nuestro teléfono o entre en nuestro
sitio web cuando y donde le sea conveniente con
su horario y estilo de vida - día o noche, días de
semana o fines de semana.

Usted podrá hacer lo siguiente:

- Establecer un plan de pago.
- Reemplazar un previo plan de pago.
- Hacer un pago.
- Reportar un pago.
- Informarse sobre nuevos programas adicionales
de asistencia de pago.

Usted aún puede llamar a nuestro centro de
servicio al cliente y hablar con alguien durante
las horas de atención - 8 a.m. a 5 p.m. - si usted
necesita asistencia, más información, o si no está de
acuerdo con alguna información.

www.pplelectric.com
1-800-358-6623



PPL Electric Utilities

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Attachment 4

Survey Questionnaire



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 2 3 4 5 - Average 6 7 8 9 10 - Outstanding

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

1 2 3 4 5 - Average 6 7 8 9 10 - Outstanding

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 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 type="radio"/>	<input 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!

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Attachment 5

OnLine Survey Report

Customer Survey Results: Online Payment Agreement



PPL EU Marketing Research
January 2012

Background

- The online payment agreement transaction is part of a two year pilot that PPL EU is running with a special waiver from the PUC that allows information about terms of service to be communicated online as opposed to verbally
- An online survey was developed in order to gather feedback from customers about this transaction with the intent to provide this feedback to the PUC
- The objective of the survey was to understand:
 - Level of satisfaction in completing the transaction
 - Did customers encounter any problems in completing the transaction
 - Did customers understand what they agreed to
 - Why customers chose the online channel for this transaction
 - If there is a preferred channel - phone versus online
 - Would customers use the online channel again

Background

- A link to the survey was included at the bottom of the confirmation email the customer receives when they set up a:
 - Short term collection agreement
 - Monthly agreement
 - Due date extension
 - Total number of the above transactions completed in 2011 = 14,317
- 198 survey responses were received from 1/14/2011-12/31/2011
- Resulting margin of error = $\pm 6.92\%$

Payment Request Received

Your online payment request has been successfully received. Details are as follows:

Account Number	SBILL_ACCOUNTS
Payment Amount	SPAYMENT_AMOUNTS
Confirmation Number	SCONFIRMATION_NUMBERS
Date Scheduled	SDATE_SCHEDULEDS

Please do not send this payment by mail, this will result in a duplicate payment.

SCUSTOM_TEXTS

If you did not make this request and feel you are receiving this message in error, please contact PPL Customer Service at 1-800-358-6623. Customer service representatives are available from 8 a.m. to 5 p.m. Monday to Friday.

PPL Electric Utilities is very interested in your input on this transaction. Please take just a few minutes to complete a survey about your experience by clicking on the link below. Thank you for your input!

Please click [here](#) to take the survey.

This e-mail was generated automatically. E-mail replies to this message will not be received.

[Log in](#) to myPPL.

[Terms and Conditions](#) | [Privacy Statement](#) | © SCOPYRIGHT YEARS PPL Corporation

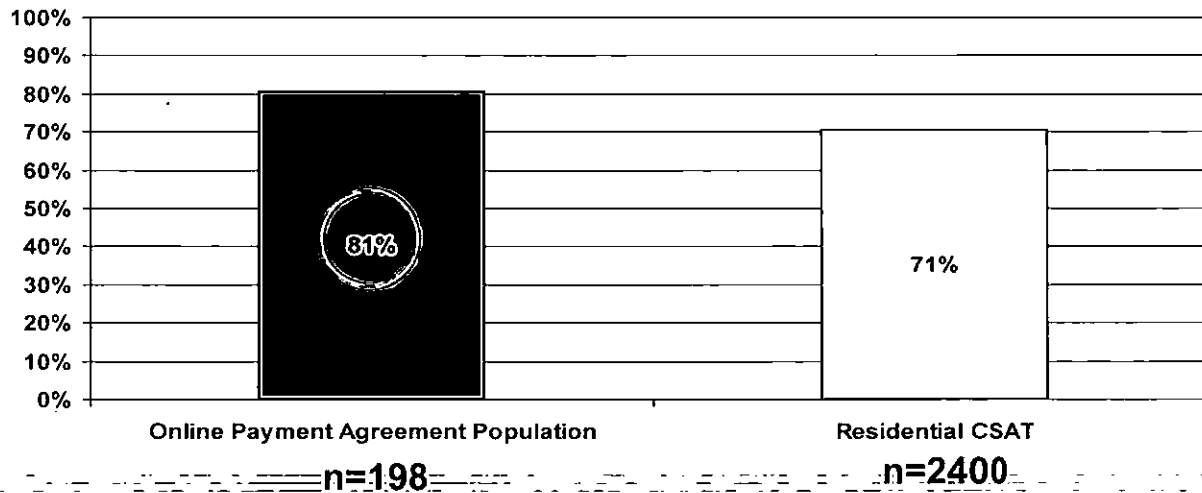
****Some caution should be applied to the results due to a relatively low base size. Results shown are 95% confident with an error band of $\pm 6.92\%$**

Executive Summary

- The payment agreement online transaction meets customer needs and expectations.
 - It is perceived as being easy and convenient.
 - It is considered a valuable alternate channel.
 - 89% were very satisfied with the online transaction during 2011.
 - Customers find it relatively easy to do and have not encountered any significant problems with the transaction.
 - 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.
 - Online is faster.
 - Payment agreement customers are significantly more satisfied with PPL Electric than the general residential population.
 - Of those who have completed both an online and a phone payment agreement transaction, 8 out of 10 would choose to do it again online.
 - 6 in 10 say the online process is better.
 - During 2011, 5% of survey respondents 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.
 - *"I tried to tell them I can't pay it until the 1st of the month and no one would help me."*
 - The lack of customer service hours on the weekend for those truly wanting to speak with someone.
 - *"Because I still got a 10 day shut-off notice in the mail on a Saturday so I had to stew about it all weekend because no one is in your office until Monday."*
-

Overall Satisfaction with PPL Electric

- ❑ Customers who completed online payment agreements are significantly more satisfied overall with PPL Electric than the general residential population
- ❑ Of those who completed online payment agreements, 8 out of 10 are very satisfied with PPL Electric

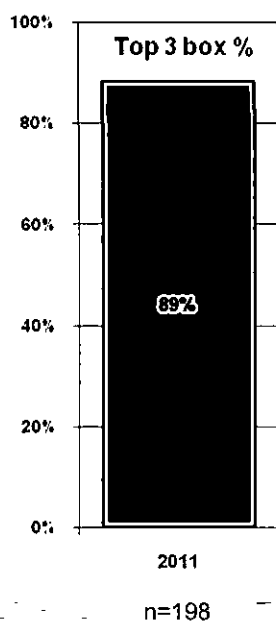


⊖ Indicates significant difference from residential CSAT

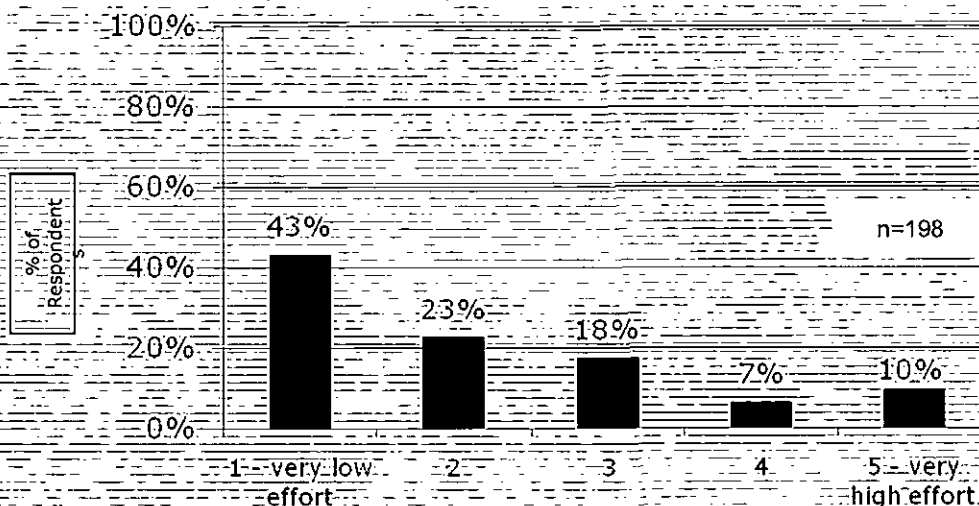
Q1: On a scale of 1 to 10, how do you rate PPL Electric overall as a provider of electric service to your home?

Payment Agreement Setup Process

- ☐ 89% of customers were very satisfied with the process of setting up an online payment agreement
- ☐ 66% found the process easier than average (effort rating of a 1 or 2)
- ☐ Less than 1 in 5 say the payment agreement transaction requires a high level (4 or 5 rating) of effort



Effort Level



Q2: On a scale of 1 to 10, how do you rate the process of setting up a payment agreement online with PPL Electric Utilities?

Q3: How much effort did you put forth to complete this transaction?

Dissatisfaction

Very few are dissatisfied, but for those who are, their reasons for dissatisfaction include:

■ Unrealistic or inflexible payment arrangements

- "I called the number you have on the shut off notice hoping to speak with someone. I went into an 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. It is very frustrating. I am self employed and my income has been lower than normal the past few months which is why we are so far behind. We are currently struggling to get caught up on our overdue bills and have minimal income. Now I have to come up with \$150 for the payment agreement, plus the \$132 on my current bill in less than a month to meet the obligations set forth in this agreement. I'm essentially going to fall behind on my mortgage for the month so I can meet this obligation. Were there someone available for me to talk to perhaps I could have explained the situation and worked out an alternate plan. Instead I just agreed to what was presented to me in order to avoid having our electric shut off in two days because the shutoff notice you sent to me arrived only yesterday, June 27 and stated you would be cutting us off on June 30."
- "I tried to tell them I can't pay it until the 1st of the month and no one would help me."

■ Customer service hours of operation

- "Because I still got a 10 day shut off notice in the mail on a Saturday so I had to stew about it all weekend because no one is in your office until Monday."
- "I already set up a payment agreement and it is not reflected on my bill or due date. I understood that I would be paying my current budget of \$87 plus 20 a month until my past due balance was paid off. Now I get this notice that I owe the full amount days ago. I am very frustrated and of course can not call and get this straightened out until Tuesday, being a Holiday weekend. What happened to the agreement I made on 7/21/2011 acct number XXXX-74002?"

■ Inability to get through to customer service

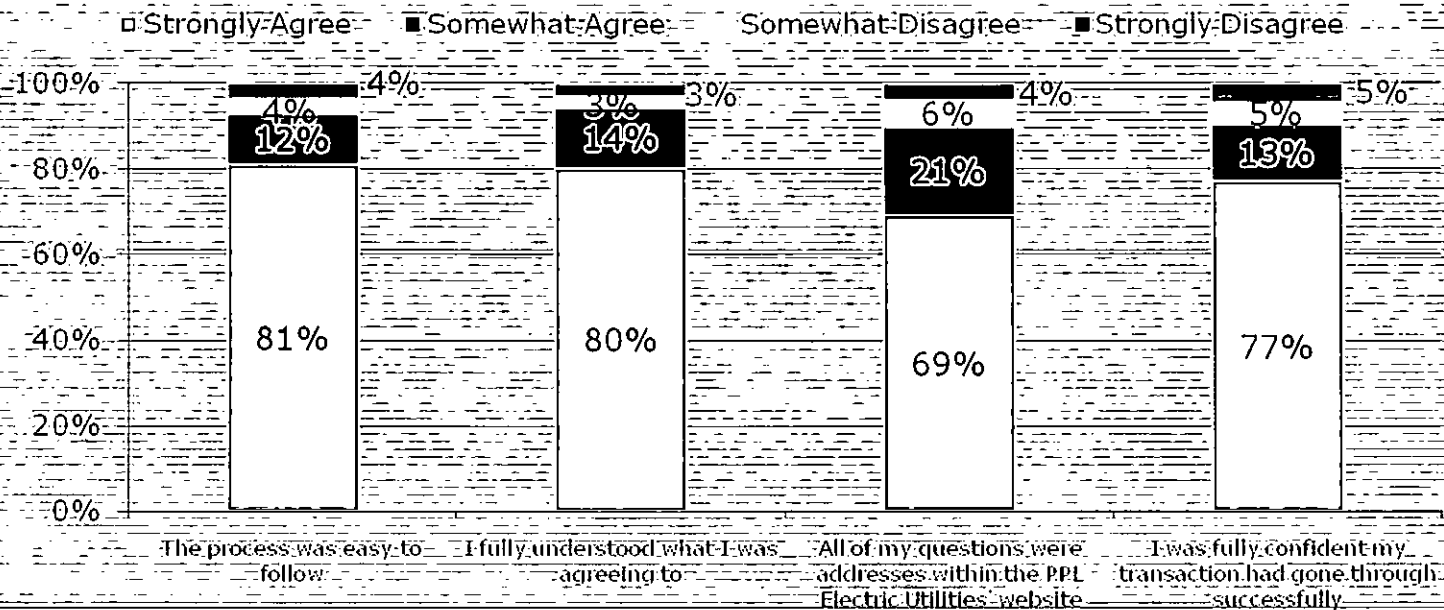
- "I had a date online further out than the date on the message. The other problem was getting customer service via phone due to the power outages. The message stated if it wasn't a power emergency I could not get customer service."

■ Other reasons

- "I was in mind that I was on a reduced payment plan. To which I was told otherwise by a PPL operator. I am in constant fear that you will shut off my service because of insufficient funds. I have a wife and three kids. My home has coal heat and I can not afford coal to be delivered at this time. On top of me feeling horrible that I can not provide the proper amount of coal to my family. I also have to worry about having my electricity shut off a week after you receive my cash payments. I work less than 30 hours a week and get paid Bi-weekly. And it is not like I can just not pay PPL, because you are a Monopoly. I have no other Electric choices. All of the electricity comes from the same place and is owned by the same people. So please stop asking me to switch providers, because it is a scam. I just want to pay PPL, what I can and not worry that my space heaters that I use to warm the house will not turn off and my family and I freeze to death in our sleep this winter. That is all. I am paid less than \$350.00 bi-weekly. I have four people besides myself to feed, cloth, house, school, bathe and medically taken care of. You can do the math. And then understand why I am a little late on my electric bills once in awhile. Thank you."
- "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 a budget. I have more money to pay with but the online service does not allow for that which is very frustrating. I attempted to call but when you are experiencing high volumes that option is also denied. I understand saving through workforce reduction but not with a website that severely limits your organization from accepting payments any time any way. Appearances are that PPL prefers to retain the opportunity to bill for reinstatement as well as collect the normal payments."
- "I didn't understand the terms. It should have been very specific."

Payment Agreement Setup

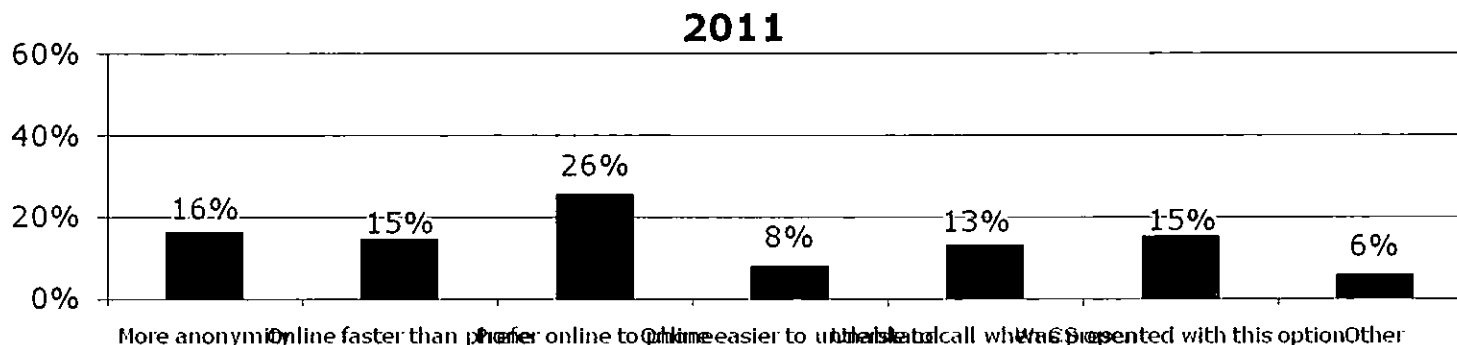
- Around 8 out of 10 respondents strongly agree that:
 - The payment agreement process was easy to follow
 - They understood what they were agreeing to
 - They were confident their transaction had gone through successfully
- 7 out of 10 felt that all of their questions were addressed within the website



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

Reasons for Choosing Online Channel

- Most customers choose the online channel because they:
 - Simply prefer online over phone
 - "The phone reps are great but I just prefer online transactions. They are easier and faster sometimes."*
 - It offers more anonymity
 - "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."*
 - It's faster
 - "TAKES TOO LONG TO REACH A PERSON ON THE PHONE HAVING TO GO THROUGH AUTOMATED FIRST. I'D RATHER JUST TALK TO A PERSON."*



Q10: Which of these reasons was MOST IMPORTANT in your decision to complete this transaction online?

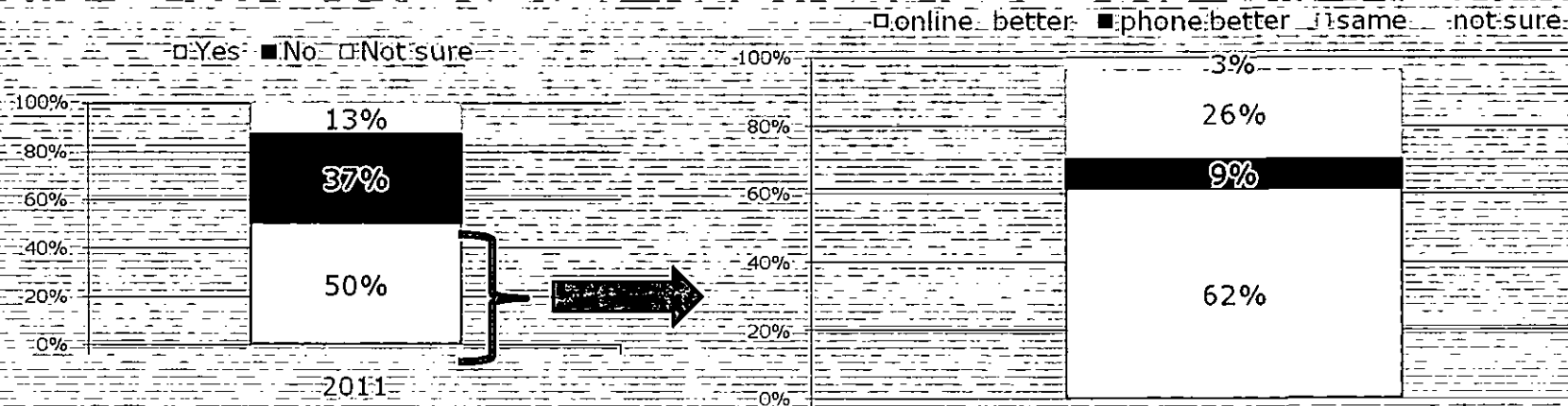
Other Reasons for Choosing Online Channel

- ☐ Being presented with the option after going online to inquire
 - *"Went online to see what my actual balance was and was presented with this option."*
 - *"I went online to see my options for not getting my electric turned off and found what I needed."*
 - *"Went online to find out how much would a late fee cost, then saw a payment option."*
- ☐ Hours that the CCC is staffed
 - *"Opened my mail at 11PM, PP&L office not open. Wanted to resolve shut off notice."*
 - *"Office was closed when I found out I was late on a payment so they say."*
 - *"Received termination notice after business hours, wanted to take care of it immediately."*
- ☐ Couldn't get through to a person
 - *"Expected high volume of calls."*
 - *"Couldn't get to speak with an actual person on the phone!!!!!!"*
 - *"Due to power outages, customer service was designated for those customers only."*
 - *"Takes too long to get a real person."*
- ☐ Other reasons:
 - *"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."*
 - *"I had a cancer brain tumor removed. I lost my hearing can't hear on phone. Thank You for online services."*
 - *"I hate talking to the idiots you hire for customer service reps on the phone."*
 - *"Your call center is a joke. Your customer service is non-existent. I am always given another number to call and pass on to another person who has no clue of my payment situation."*
 - *"It's easier to manage payment due dates."*

Q10: Which of these reasons was MOST IMPORTANT in your decision to complete this transaction online?

Channel Preference

- Of those who previously completed a payment agreement via a CSR:
 - 6 in 10 said their online experience was better
 - 26% said it was the same
 - 9% said phone was better

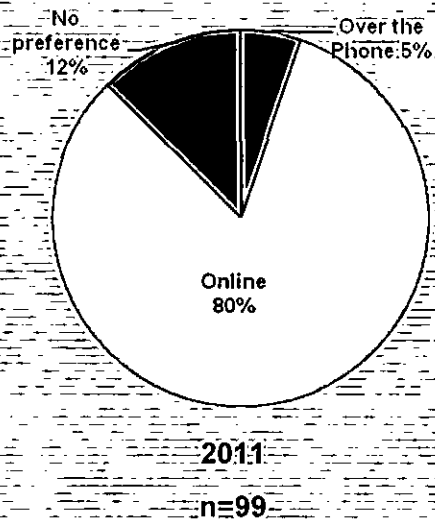


Q11: In the past 5 years, have you made a payment agreement with PPL Electric through a customer service representative?

Q12: How did completing this transaction online compare with completing it over the phone?

Future Transaction Preference

- Transaction preference is clearly toward online



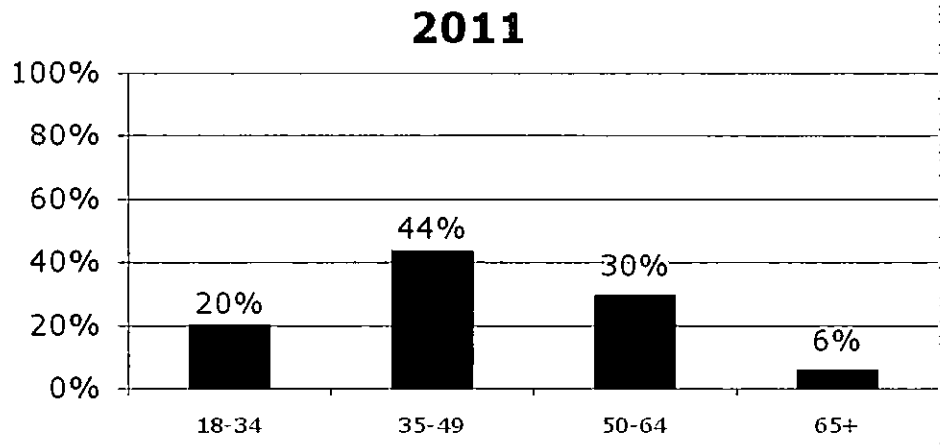
Of those who have completed a payment agreement both online and over the phone, 8 out of 10 would choose to do it again online

Q13: If you would have to make another payment agreement with PPL Electric would you choose to do it...

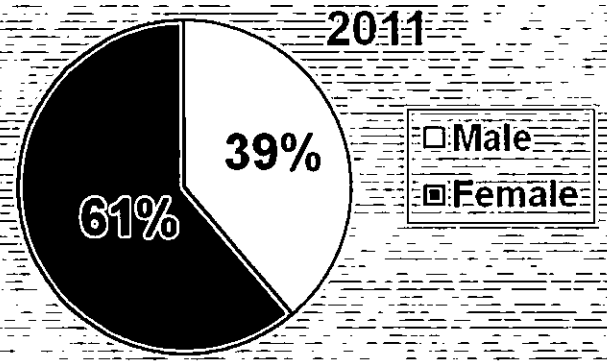
Demographics

- 6 out of 10 customers who completed the online payment agreement survey were under the age of 50
- 6 in 10 are female

Age



Gender

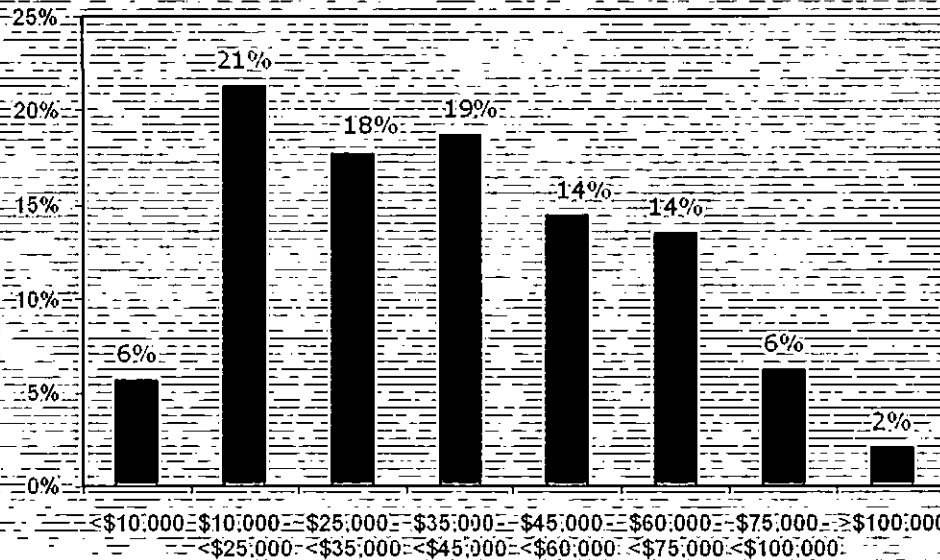


Demographics

- Most people completing a payment agreement online have less than a 4-year degree and make under \$45,000

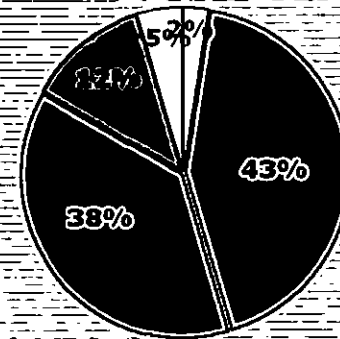
Income

■ 2011



Education

- high school diploma
- some college
- graduate work
- high school graduate
- 4-year college degree



2011

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Karen Posten
PPL Corporation
2 N 9th St

Origin ID: ABEA



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Allentown, PA 18101

Delivery Address Bar Code

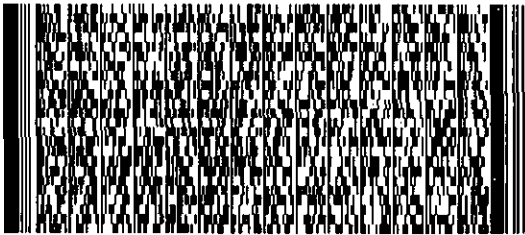


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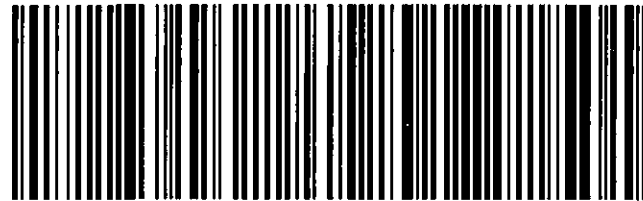
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