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FEDERAL EXPRESS

April 25, 2012

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

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APR 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 statistical report from November 2011 through March 2012. Because the pilot started in mid-November 2010, the Company has included November and December of 2011 in this current report to allow future statistical reports to align with standard quarterly reporting periods.

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 style with a large initial "P" and "R".

Paul E. Russell

Enclosures

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

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APR 25 2012

**PPL Electric Utilities
Self-Serve Statistical Report
November 1, 2011 to March 31, 2012
Docket No. P-2010-2168786**

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

1. Usage Statistics

▪ Self-Serve Transactions – Payments and Payment Agreements

PPL Electric offered its new self-serve payment agreement capabilities to residential customers in mid-November 2010. The table below shows that from November 1, 2011 through March 31, 2012, there were 189,261 self-service transactions involving making payments (146,583 or 77.4%) and establishing payment agreements (42,678 or 22.6%). Of the total, there were 103,038 (54.4%) web transactions and 86,223 (45.6%) IVR transactions.¹ Regarding the 42,678 payment agreements, the breakdown between the website and IVR was 16.1% and 83.9%, respectively.

Type	November	December	January	February	March	Total
Website	16,204	17,552	22,233	26,088	20,961	103,038
▪ Payments	14,672	16,053	21,006	24,920	19,532	96,183
▪ Payment Agree.	1,532	1,499	1,227	1,168	1,429	6,855
IVR	21,581	14,107	15,216	17,572	17,747	86,223
▪ Payments	13,828	8,461	8,782	10,370	8,959	50,400
▪ Payment Agree.	7,753	5,646	6,434	7,202	8,788	35,823
Total	37,785	31,659	37,449	43,660	38,708	189,261
▪ Payments	28,500	24,514	29,788	35,290	28,491	146,583
▪ Payment Agree.	9,285	7,145	7,661	8,370	10,217	42,678

The following table shows the total number of payment agreements established from November 1, 2011 through March 31, 2012 and the total number completed by customers through the self-serve applications.

Month	Total Payment Agreements	Self-Serve Payment Agreements	% Self-Serve
November	38,227	9,285	24.3%
December	27,974	7,145	25.5%
January	30,107	7,661	25.4%
February	32,784	8,370	25.5%
March	36,578	10,217	27.9%
Total	165,670	42,678	25.8%

¹ IVR = Interactive Voice Response

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 November 1, 2011 through March 31, 2012. The number was zero in December, January, February and March because the Company does not terminate residential service during the winter months for customers whose household income exceeds 250% of the federal poverty level.

November	December	January	February	March	Total
380	0	0	0	0	380

2. PUC Complaints Received

The table below shows that from November 1, 2011 through March 31, 2012, PPL Electric received three PUC informal complaints regarding establishing payment agreements using either the website or IVR.

- **Number of PUC Informal Complaints**

November	December	January	February	March	Total
0	0	0	2	1	3

In addition, over this same period PPL Electric monitored nearly 3,300 telephone calls for quality and compliance purposes. The Company's Quality Assurance Specialists who reviewed these calls did not identify any significant 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 November 1, 2011 through March 31, 2012, PPL Electric received 69 responses from customers. Results from the survey revealed the following:

- 91% were very satisfied with the process of setting up a payment agreement online
- 8 out of 10 would choose to complete their transaction online again
- Most (60%) say they chose to complete their transaction online because: 1) they prefer to do things online; 2) it is easier for them to understand; and 3) it is quicker
- Customers who used the self-serve payment agreement options are more satisfied with PPL Electric than the general residential population
- There were no indications that customers have had any major issues completing these online transactions

Below is a sampling of verbatim comments from customers who completed the survey:

- “I went online to make a payment and didn’t realize that I was that far past due and was thankful for the payment options.”
- “(I was) Embarrassed for being so far behind.”
- “Customer service operators are usually rude. Unfortunately.”
- “I’m ‘not good’ on the phone.”
- “HAVE NO PHONE SERVICE AT THE MOMENT.”

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 of November 1, 2011 through March 31, 2012.

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

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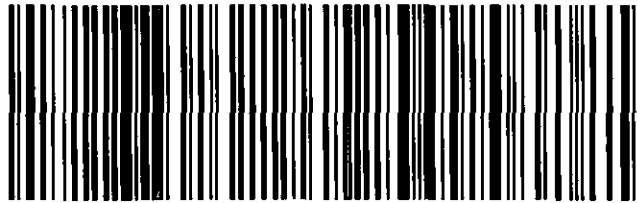
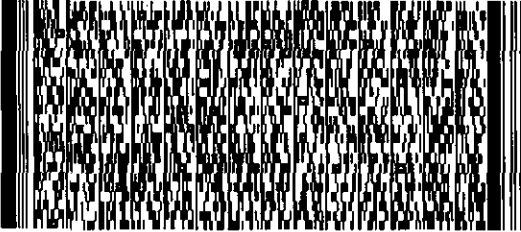
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