

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

July 24, 2012

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

RECEIVED

JUL 24 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 for the second quarter of 2012 (April 1, 2012 through June 30, 2012).

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

RECEIVED

JUL 24 2012

**PPL Electric Utilities
Self-Serve Statistical Report
April 1, 2012 to June 30, 2012
Docket No. P-2010-2168786**

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

1. Usage Statistics

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

The table below shows that from April 1, 2012 through June 30, 2012, there were 128,893 self-service transactions involving making payments (95,830 or 74.3%) and establishing payment agreements (33,063 or 25.7%). Of the total, there were 64,232 (49.8%) web transactions and 64,661 (50.2%) IVR transactions.¹ Regarding the 33,063 payment agreements, the breakdown between the website and IVR was 14.8% and 85.2%, respectively.

Type	April	May	June	Total
Website	11,667	20,595	31,970	64,232
▪ Payments	10,017	19,144	30,170	59,331
▪ Payment Agree.	1,650	1,451	1,800	4,901
IVR	16,668	20,795	27,198	64,661
▪ Payments	7,766	12,088	16,645	36,499
▪ Payment Agree.	8,902	8,707	10,553	28,162
Total	28,335	41,390	59,168	128,893
▪ Payments	17,783	31,232	46,815	95,830
▪ Payment Agree.	10,552	10,158	12,353	33,063

The following table shows the total number of payment agreements established from April 1, 2012 through June 30, 2012 and the number completed by customers through the self-serve applications.

Month	Total Payment Agreements	Self-Serve Payment Agreements	% Self-Serve
April	53,112	10,552	19.9%
May	56,412	10,158	18.0%
June	60,751	12,353	20.3%

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 April 1, 2012 through June 30, 2012.

¹ IVR = Interactive Voice Response system

April	May	June	Total
649	739	815	2,203

2. PUC Complaints Received

The table below shows that from April 1, 2012 through June 30, 2012, PPL Electric received 3 PUC informal complaints regarding establishing payment agreements using either the website or IVR.

▪ Number of PUC Informal Complaints

April	May	June	Total
3	0	0	3

In addition, over this same period PPL Electric monitored about 1,700 telephone calls received at its Customer Contact Center for quality and compliance purposes. The Company's Quality Assurance Specialists who reviewed and evaluated these calls did not identify any customer issues or concerns in establishing payment agreements when using the website or IVR.

3. Customer Feedback

The Company offers an online feedback questionnaire to customers who use the web to make payments or to set up payment agreements. From April 1, 2012 through June 30, 2012, PPL Electric received 46 responses from customers. Results from the survey revealed the following:

- 89% were very satisfied with the process of setting up a payment agreement online.
- 87% would choose to complete their transaction online again.
- Payment agreement customers are more satisfied with PPL Electric (82% very satisfied) than the general residential population.
- 74% indicated their effort level required to complete their transaction online was low.
- There were no indications that customers had any major issues completing, as evidenced by the results below:

Question	% Strongly/Somewhat Agree
The process was easy to follow	93%
I fully understand what I was agreeing to	93%
All of my questions were addressed within the PPL Electric Utilities' website	85%
I was fully confident my transaction had gone through successfully	93%

Below are some verbatim comments from customers who completed the survey:

- o “I thank you for the payment option. I’m off of work right now & this helped me a lot.”
- o “Can’t always guarantee that I will not have an employee whose accent I am unable to understand.”
- o I went online to get a phone number to call to make payment arrangements and saw the link for payment assistance.”

4. Communications

Other than distributing internal monthly reports showing web and IVR results, PPL Electric did not conduct any further communication activities for employees. In addition, there were no external communications regarding self-service payment options during the period of April 1, 2012 through June 30, 2012.

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

Origin ID: ABEA



J12201207160325

Allentown, PA 18101

Ship Date: 24JUL12
ActWgt: 1.0 LB
CAD: 8616795/NET3300

Delivery Address Bar Code



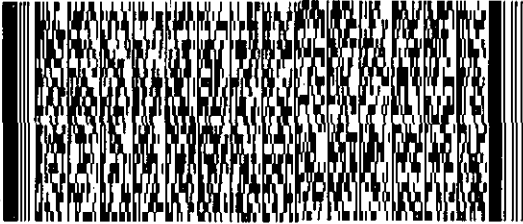
SHIP TO: (717) 772-7777
BILL SENDER
ROSEMARY CHIAVETTA, SECRETARY
PA Public Utility Commission
400 NORTH ST

HARRISBURG, PA 17120

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

WED - 25 JUL A1
PRIORITY OVERNIGHT

TRK# 7938 2448 8667
0201



ZN MDTA

17120
PA-US
MDT



515G1/E052/AA44

After printing this label:

1. Use the 'Print' button on this page to print your label to your laser or inkjet printer.
2. Fold the printed page along the horizontal line.
3. Place label in shipping pouch and affix it to your shipment so that the barcode portion of the label can be read and scanned.

Warning: Use only the printed original label for shipping. Using a photocopy of this label for shipping purposes is fraudulent and could result in additional billing charges, along with the cancellation of your FedEx account number.

Use of this system constitutes your agreement to the service conditions in the current FedEx Service Guide, available on fedex.com. FedEx will not be responsible for any claim in excess of \$100 per package, whether the result of loss, damage, delay, non-delivery, misdelivery, or misinformation, unless you declare a higher value, pay an additional charge, document your actual loss and file a timely claim. Limitations found in the current FedEx Service Guide apply. Your right to recover from FedEx for any loss, including intrinsic value of the package, loss of sales, income, interest, profit, attorney's fees, costs, and other forms of damage whether direct, incidental, consequential, or special is limited to the greater of \$100 or the authorized declared value. Recovery cannot exceed actual documented loss. Maximum for items of extraordinary value is \$500, e.g. jewelry, precious metals, negotiable instruments and other items listed in our Service Guide. Written claims must be filed within strict time limits, see current FedEx Service Guide.