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VIA FEDERAL EXPRESS

February 12, 2016

Ms. Alexis Bechtel, Director
Bureau of Consumer Services
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street
Harrisburg, Pennsylvania 17120

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FEB 12 2016

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

**Re: Petition of PPL Electric Utilities Corporation
for Waiver of 52 Pa. Code § 56.97(a) to Allow
Customers to Establish Payment Agreements
Online or Through an Automated Interactive
Voice Response System
Docket No. P-2012-2327036**

Dear Ms. Bechtel:

Enclosed for filing on behalf of PPL Electric Utilities Corporation ("PPL Electric") is the Annual Statistical Report detailing customer usage of PPL Electric's IVR System to establish self-serve payment agreements. This report is being filed pursuant to the Commission's Order entered on January 24, 2013 at the above referenced docket.

Pursuant to 52 Pa. Code § 1.11, the enclosed document is to be deemed filed on February 12, 2016, which is the date it was deposited with an overnight express delivery service as shown on the delivery receipt attached to the mailing envelope.

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 any questions regarding this document, please contact me or Melinda Stumpf, PPL Electric's Manager-Regulatory Programs & Business Services at (484) 634-3297.

Very truly yours,

Paul E. Russell

Enclosure

cc: Tanya J. McCloskey, Esquire

**PPL Electric Utilities
2015 Self-Serve Payment Agreement
Annual Report
Docket No. P-2010-2168786**

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1. Usage Statistics

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

PPL Electric has offered self-serve payment agreement capabilities to residential customers since November 2010. In April 2013, PPL Electric provided residential customers with the ability to make payments through its mobile site.

The table below highlights the 826,270 self-service transactions PPL Electric's customers completed in 2015. 669,317 (81%) involved making payments while 156,953 (19%) resulted in payment agreements. Of the total, there were 248,887 (30.1%) web transactions, 255,277 (30.9%) IVR¹ transactions, and 322,106 mobile payment transactions (39%). Regarding the 156,923 payment agreements established by customers in 2015, the breakdown between the website and IVR was 18% and 82%, respectively.

Method	2015
Website	248,887
▪ Payments	220,695
▪ Payment Agreements	28,192
IVR	255,277
▪ Payments	126,516
▪ Payment Agreements	128,761
Mobile	322,106
▪ Payments	322,106
Total	826,270
▪ Payments	669,317
▪ Payment Agreements	156,953

The following table shows the total number of payment agreements established in 2015 and the number completed by customers through the self-serve applications.

Year	Total Payment Agreements	Self-Serve Payment Agreements	% Self-Serve
2015	626,276 ²	156,953	25%

In 2015, there were 21,709 service terminations prevented because residential customers used the self-serve systems (website or IVR) to establish payment agreements; thus, eliminating the grounds for termination.

¹ IVR = Interactive Voice Response system

² The 626,276 includes those set up by PPL Electric's phone reps and those established by customers themselves.

2. Customer Complaints

In 2015, PPL Electric received 26 PUC informal complaints regarding the use of the website or IVR to establish a payment agreement. Through its analysis of these complaints, the Company found its applications functioned as intended.

During 2015, PPL Electric's Quality Assurance personnel monitored 8,575 phone calls for quality and compliance purposes. The evaluations did not uncover any customer issues with any of its self-service applications.

3. Customer Feedback

The Company provides a link to survey residential customers who have used its website to submit payments or to set up payment agreements. During 2015, PPL Electric received 29 responses from customers, which was less than prior years and the results are not statistically significant. Results from this survey fielding period revealed the following:

- 72% were very satisfied with the process of setting up a payment agreement online
- 76% would choose to complete their transaction online again
- 68% said their effort level required to complete this transaction online was low

There were no indications that customers had any major issues completing this online transaction as evidenced by the results below.

Question	% Strongly or Somewhat Agree
The process was easy to follow	93%
I fully understood what I was agreeing to	86%
All of my questions were addressed within the PPL Electric Utilities' website	55%
I was fully confident my transaction had gone through successfully	77%

The primary reasons that the customers cited as why they chose to complete these transactions online were:

- *I prefer to do things online (59%).*
- *I went online to make a payment and was presented with this option (52%).*
- *Making phone calls takes too long, the online process is quicker (45%).*
- *I am unable to call between 8am and 5pm³ when customer service representatives are available (34%).*

³ In July 2015, the Company extended its call handling hours to 7am to 10pm.

4. Communications

Other than distributing internal monthly reports showing web and IVR results, PPL Electric did not conduct any further communication activities in 2015. In addition, there were no external communications (e.g., bill inserts) in 2015 regarding self-service payment options.

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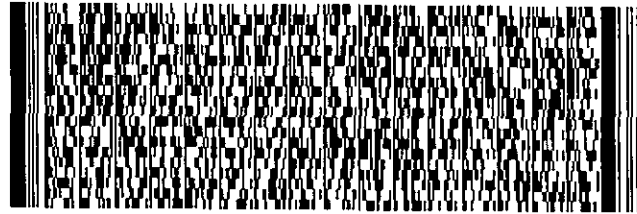
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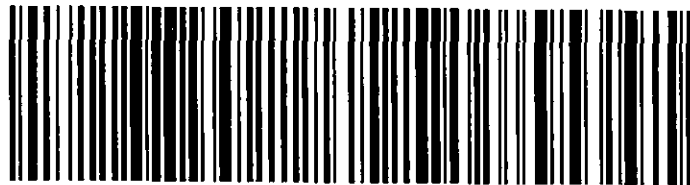
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