PPLSolutions partners with Anthracite Power and Light to enhance customer service

Marketing, acquisition and Web-based enrollment tool assists energy industry

PPLSolutions, a business services subsidiary of PPL Corporation, on Monday (12/14) announced an agreement to provide a Web-based customer acquisition system and enrollment tool for Anthracite Power and Light, a competitive retail electricity supplier in Pennsylvania.

“Fueled by the need for a specialized marketing and sales application, PPLSolutions developed its Customer Acquisition System to provide retail energy suppliers the tools they need to be successful in competitive retail electricity markets,” said Michael Toner, president of PPLSolutions.

Launched in 2008, PPLSolutions’ Customer Acquisition System provides personalized service for the commercial, industrial, and residential customers of electric utilities and energy suppliers throughout the country.

“Partnering with PPLSolutions eased our entry into the emerging retail energy market in Pennsylvania,” said Brian Rich, president of AP&L. “With PPLSolutions’ Customer Acquisition System, we were able to market directly to customers, and they can easily sign up for our products and services online. PPLSolutions developed the tools we needed so that we could focus on supplying power to our customers.”

PPLSolutions’ Customer Acquisition System is a secure Web-based application that:

- Allows for the input of prospect or customer lists.
- Supports multiple marketing channels: direct sales, telemarketing, direct mail, e-mail campaigns and broker sales.
- Accurately controls pricing, products, offers and contracts.
- Allows multiple users or sales teams to guide prospects or customers from marketing campaign through enrollment.
- Can be used by third-party calling centers or brokers.
- Successfully enrolls customers in utility programs or retail energy supply.
- Integrates eligible customer lists provided by utilities.
- Simplifies the shopping process for customers.

AP&L, a licensed retail electric supplier, has been providing energy and power solutions for residential, commercial, industrial and institutional customers in Pennsylvania since 2003. Through its affiliated, independent power plants located in Schuylkill County, Pa., AP&L provides competitively priced electricity to its customers.

PPLSolutions, a subsidiary of PPL Corporation (NYSE: PPL), is an experienced service provider for both competitive retail energy suppliers and regulated utilities. The company has been providing a full range of customer care and business process services to the retail electric and gas markets since 1999. The company serves customers in 16 states and the District of Columbia. More information is available at www.pplsolutions.com.

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