

PPL Electric Utilities Unveils Updated Website

Customer Input Drives Scores of Improvements at pplelectric.com

PPL Electric Utilities

PPL Electric Utilities has unveiled a redesigned website, an improved cyber-destination molded through customer input and a commitment to make it easier than ever to manage electric use and costs.

The new site lives at the same trusted web address — pplelectric.com.

Customers still can use the great website features they've always used, but the makeover is aimed at making the site more functional and user-friendly.

"We heard our customers, and the new look and feel of our site reflects their input through surveys, phone calls and focus groups," said Constance Walker, manager of Customer Communications and Education for the utility. "Customers lead busy lives, so one of our goals in redesigning the site was to make it easier for them to do business with us."

The site has several new features designed to enhance the online customer experience, including:

- An improved smart search function.
- A new sign-in area and sign-in ability from any page on the site.
- Simplified but more comprehensive navigation. Most information customers want is just a click away.
- Latest news from PPL Electric Utilities so customers can stay up to date on new energy efficiency programs, reliability improvements, community outreach activities and more.
- Account summary information all on one easy-to-read page.
- Easy-fill online forms to make self-service transactions simpler.
- An integrated Twitter feed for the latest utility and storm information.

"PPL Electric Utilities is a customer service leader and the website is one reflection of that," Walker said. "For customers who haven't used our website to do business with us, there's no time like now to start."

"In addition to providing safe and reliable electric service, our job is to provide all of our customers the information, programs and services they need to make the best decisions about their electricity use. This site is a valuable tool to help us do that."

Walker said that the website will continue to be a work in progress. "We'll never stop asking, 'How can we help you?' and we count on our customers to keep telling us."

PPL Electric Utilities Corporation, a subsidiary of PPL Corporation, provides electricity delivery services to about 1.4 million customers in Pennsylvania and consistently ranks among the best companies for customer service in the United States. More information is available at www.pplelectric.com.

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The new pplelectric.com home page.