

# **PPL Electric Utilities Ranks Highest in J.D. Power and Associates Study of Business Customer Satisfaction for 10th Time in 14 Years**

## **PPL Electric Utilities**

PPL Electric Utilities has regained the top spot in business customer satisfaction among large utilities in the eastern United States in the annual J.D. Power and Associates study.

The award is the company's 19th overall since J.D. Power and Associates began studying customer satisfaction among electric utility customers. The honor this year marks the 10th time in the past 14 years that PPL Electric Utilities has earned the top honor for business sector customer satisfaction in the East Region Large Utility segment.

"Our commitment to exceptional service is genuine, and this award is a testament to the great employees of PPL Electric Utilities who help customers every day," said Bob Geneczko, vice president of Customer Services for the utility. "We are dedicated to providing a good customer experience, the first time and every time."

The J.D. Power and Associates study ranks companies on a 1,000-point scale. PPL Electric Utilities' score of 664 was above the national average of 647 for electric utility business customers.

The utility continues to ramp up investments in its infrastructure to strengthen its system so customers will continue to enjoy safe and reliable service.

A portion of the most recent J.D. Power interviews occurred immediately following Superstorm Sandy in late October and early November.

"We assembled our largest ever field workforce in response to that storm, calling in help from 16 other states," Geneczko said. "In addition, we worked hand in hand with the communities we serve to get power back as soon as possible, and I think that was noticed and appreciated."

The utility's use of new ways to communicate with customers during outages — particularly through social media, text messaging and email — was cited by J.D. Power and Associates as a positive factor in electric utility satisfaction scores on power quality and reliability.

"Our PPL Alerts service uses multiple channels to reach customers, and it's being embraced more and more by our customers," Geneczko said. "Since we launched it nearly a year ago, more than 100,000 customers have signed up to receive outage updates and other important information."

The utility also is active on Facebook, Twitter and Google +, using the social media channels in many ways, including interacting with customers during storms and sharing valuable information to help them better manage their electric use.

J.D. Power and Associates interviewed more than 25,700 businesses for the study, representing more than 90 utility brands across the U.S. serving more than 11.7 million business customers.

PPL Electric Utilities, a subsidiary of PPL Corporation (NYSE: PPL), provides electric 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](http://www.pplelectric.com).

## **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of

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