

PPL Electric Utilities Logs Record Number of Customer Contacts in 2012

New mark reflects Hurricane Sandy, increased use of Web and phone-based self-service

PPL Electric Utilities

PPL Electric Utilities saw a record 6.7 million customer contacts last year, a level bolstered by impressive increases in the use of its website for service transactions.

The 2012 level was a 4.7 percent increase over the 6.4 million contacts in 2011. The numbers include storm-related contacts. The utility reported 4.21 million contacts in 2008, 4.24 million in 2009 and 5.1 million in 2010.

Self-service, whether through the Web or the phone system, accounted for 64 percent of all transactions last year.

"More and more customers are feeling comfortable with and using Web self-service tools," said Bernard Molchany, director of Customer Operations. "It allows them to conduct business with us on their schedule, when it's most convenient for them."

Last year saw a 42 percent increase in Web self-service collection agreements over 2011, and a 24 percent jump in the number of customers providing or updating their bank information so they can make electronic payments through the company's website, www.pplelectric.com.

More customers also used the company's automated telephone system, which can be reached by calling 1-800-DIAL-PPL (1-800-342-5775). A 13 percent increase was registered in the number of customers checking their account balance, and 14 percent more customers made payments through the phone system.

"The increasing use of technology allows us to serve many more customers and do it effectively," Molchany said. "The goal always is customer satisfaction. We're always learning and striving to get better."

Hurricane Sandy, the worst storm in the company's history, contributed to the increased level of overall volume and self-service customer contacts last year. The company logged more than 1 million total contacts during the weeklong restoration effort.

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

For further information: Joe Nixon, 610-774-5997, jcnixonjr@pplweb.com

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