

Business Customers Give PPL Electric Utilities High Marks

J.D. Power survey shows utility is the top performer in the region

PPL Electric Utilities

Businesses served by PPL Electric Utilities are continuing their positive reviews of the company's ongoing efforts on several fronts, including service reliability.

J.D. Power recently announced the utility ranked highest in business customer satisfaction among large utilities in the eastern United States for the second consecutive year. The award is the 21st J.D. Power honor for the utility, which has now earned 11 business customer satisfaction awards and 10 residential customer satisfaction honors.

"Earning the J.D. Power customer service award is a tribute to the hard work of our employees on behalf of our customers and to the great relationships valued by both," said Bob Geneczko, vice president of Customer Service for the utility. "Knowing our business customers' needs helps us tailor programs, information and more."

Geneczko said continuous improvement on the utility's end is the best way to provide top-tier service to all customers, including businesses.

"We're always looking to make it easier for customers to do business with us and to communicate more effectively," he said. "And, we're investing more than ever in electric service reliability." PPL Electric Utilities' performance increased 17 points over last year's J.D. Power study, with the largest improvement being a jump in customers' view of PPL's power quality and reliability - the most important factor in determining business customers' satisfaction.

J.D. Power said electric utility business customer satisfaction was up nationwide over last year, in part to improved proactive communications using channels including text messages, emails and blogs. The latest J.D. Power study included more than 90 utility brands serving nearly 12 million business customers.

PPL Electric Utilities has increased proactive communications for various issues ranging from outages to billing. "We're accessible and responsive and I know our business customers appreciate that," said Amanda Morrison, manager of key accounts for the utility.

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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