

PPL Electric Utilities Ranks Highest in Customer Satisfaction Study for Third Year in a Row

PRNewswire-FirstCall
ALLENTOWN, Pa.

PPL Electric Utilities has again ranked highest in the East for residential customer satisfaction in a study by J.D. Power and Associates, a leading consumer research organization.

This marks the third consecutive year, and the fourth time in five years, that the PPL Corporation affiliate came out on top for residential customer satisfaction in the East region.

"We thank our customers for their continued confidence in us," noted Michael E. Bray, president of PPL Electric Utilities. "The goal of our 3,000 employees is to provide customers with reliable service at very competitive prices. Surveys like this one provide us with an important benchmark on how we are doing."

PPL Electric Utilities uses independent studies and its own ongoing research to better understand the needs and expectations of its customers.

"The real value of these studies is that they show us how we can focus our improvement so that we can provide the best value for customers," Bray said.

He said the results reflect the attention PPL Electric Utilities has given over the years to improving reliability, customer service and work practices. That focus has a direct effect on the five factors J.D. Power and Associates has identified as contributing to overall customer satisfaction: power quality and reliability, company image, price and value, billing and payment, and customer service.

The J.D. Power and Associates 2003 Electric Utility Residential Customer Satisfaction Study(SM) was based on telephone interviews conducted in April and May with nearly 25,000 customers of the 77 largest electric utilities in the continental United States.

PPL Electric Utilities ranked higher than 14 other electric utilities in the East, which for purposes of the study includes New England, New York and the mid-Atlantic states.

Among large utilities - those with more than 400,000 residential customers - only two nationwide had higher overall scores than PPL Electric Utilities. J.D. Power and Associates is a global marketing information services firm based in Westlake Village, Calif.

PPL Electric Utilities, a subsidiary of PPL Corporation (NYSE: PPL), provides electric delivery service to 1.3 million customers in 29 counties of eastern and central Pennsylvania. PPL Corporation, headquartered in Allentown, Pa., controls about 11,500 megawatts of generating capacity in the United States, sells energy in key U.S. markets and delivers electricity to customers in Pennsylvania, the United Kingdom and Latin America.

SOURCE: PPL Electric Utilities

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