

PPL Electric Utilities Makes it Five out of Six: Ranks Highest in East for Customer Satisfaction in J.D. Power and Associates Study

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PPL Electric Utilities ranked highest for overall customer satisfaction with business customers among 15 electric utilities in the eastern United States in a new study by J.D. Power and Associates.

In the six years that the well-known market research firm has surveyed business customers, PPL Electric Utilities has been highest ranked in the East five times.

"We are a customer-focused business," said John F. Sipics, president of PPL Electric Utilities. "The attributes of service that are important to our customers are important to us."

Employees focus on those attributes - which include reliability, quick response, exceptional value, accurate billing and timely communications - in a never-ending effort to improve the quality of service customers receive, he added.

PPL Electric Utilities uses the results of independent studies, such as the J.D. Power and Associates research, and conducts its own quarterly surveys of customers to better understand what customers need, want and expect from their electric utility.

"Research is a valuable tool for helping us identify where we can do more and where we need to improve in order to satisfy all customers - business and residential," Sipics said.

The company's consistency in satisfying customers includes residential customers as well. PPL Electric Utilities has ranked highest in the East in five of the six studies J.D. Power and Associates has conducted among residential customers.

Results of the J.D. Power and Associates 2005 Electric Utility Business Customer Satisfaction Study(SM) were based on interviews with representatives of more than 11,000 businesses served by 53 electric utilities nationwide. Those businesses spend an average of \$500 to \$50,000 a month for electric service.

J.D. Power and Associates of Westlake Village, Calif., is an ISO 9001- registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction.

PPL Electric Utilities Corporation is a subsidiary of PPL Corporation. Headquartered in Allentown, Pa., PPL Corporation (NYSE: PPL) controls more than 12,000 megawatts of generating capacity in the United States, sells energy in key U.S. markets and delivers electricity to nearly 5 million customers in Pennsylvania, the United Kingdom and Latin America. More information is available at <http://www.pplweb.com/>.

SOURCE: PPL Electric Utilities

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