

# PPL Electric Utilities Again Ranks Highest for Customer Satisfaction

PRNewswire-FirstCall  
ALLENTOWN, Pa.

For the third time in four years, PPL Electric Utilities has ranked highest in the East for customer satisfaction among business customers in an independent study by J.D. Power and Associates.

"This is an honor our employees earn every day by providing extraordinarily reliable service at a reasonable price and by responding quickly to customer needs," said Michael E. Bray, president of PPL Electric Utilities.

The J.D. Power and Associates 2003 Electric Utility Midsize Business Customer Satisfaction Study was based on interviews with more than 6,900 businesses across the country.

"Listening to customers is essential to our success," Bray said. "Our ability to provide the highest quality service is dependent on our attention to the things that matter most to our customers."

In addition to following the results of independent studies, such as the one conducted by J.D. Power and Associates, PPL Electric Utilities conducts ongoing research of its own with both business and residential customers.

By focusing on factors that are important to customers -- such as power quality and reliability, efficiency, accurate billing, call handling and customer service -- PPL Electric Utilities was able to increase its score in the J.D. Power and Associates study from 2002. PPL Electric Utilities is one of only four utilities in the country that was able to significantly increase their score from 2002 levels.

The study included 13 electric utilities in the East -- encompassing New England, New York and the mid-Atlantic region -- and 43 nationwide.

PPL Electric Utilities' score of 109 was well above the East region average score of 95 and the industry average score of 97. The second highest score among utilities in the East was 102.

PPL Electric Utilities, a subsidiary of PPL Corporation (NYSE: PPL), serves 1.3 million customers in 29 counties of eastern and central Pennsylvania.

PPL Corporation, headquartered in Allentown, Pa., controls nearly 11,500 megawatts of generating capacity in the United States, sells energy in key U.S. markets, and delivers electricity to nearly 6 million customers in Pennsylvania, the United Kingdom and Latin America.

SOURCE: PPL Electric Utilities

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