

# **PPL Electric Utilities Highest in Customer Satisfaction In Study of Residential Customers by J.D. Power and Associates**

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ALLENTOWN, Pa.

PPL Electric Utilities has earned top ranking in the Eastern United States for customer satisfaction in a recent nationwide study by J.D. Power and Associates. This is nothing new for PPL Electric Utilities, which has ranked highly in other independent studies of customer service and satisfaction.

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With a score of 118, PPL Electric Utilities ranked highest among 18 eastern utilities in the 2001 Electric Utilities Residential Customer Satisfaction Study by J.D. Power and Associates. The study included customers of the 71 largest electric utilities in the continental United States.

"Our business is customer-focused," said Michael E. Bray, president of PPL Electric Utilities. "Our service is reliable and our prices have been stable. Our employees have a genuine service ethic and the company is active in the community. We believe that those key attributes, along with a strongly positive company image, are the reasons our customers rate us as among the best."

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

According to the study, PPL Electric Utilities was one of just a few utilities to improve in each of the five key components of customer satisfaction: company image, price and value, billing, reliability and power quality, and customer service.

This is not the first time PPL Electric Utilities ranked highest among utilities in the East in a study by J.D. Power and Associates, and PPL Electric Utilities (ranked together with PPL Gas Utilities) earned the highest score among combined electric-gas utility companies in the 2001 American Customer Satisfaction Index, a study conducted by the University of Michigan School of Business, the American Society for Quality and CFI Group.

J.D. Power and Associates 2001 Electric Utility Residential Customer Satisfaction Study was based on 25,501 telephone interviews with residential customers in the continental United States. The interviews were conducted in March, April and May.

"We appreciate the confidence our customers place in PPL Electric Utilities' service," Bray said. "We continually look for ways to improve our service, reliability and efficiency."

In addition to independent national studies such as the J.D. Power and Associates research, PPL Electric Utilities conducts its own surveys of customers.

Each quarter, PPL Electric Utilities calls randomly selected customers to gauge their opinions about the company's service. PPL Electric Utilities also surveys customers who do business with the company through its call center. To improve its storm outage restoration efforts, PPL Electric Utilities calls some customers who were without power to learn how they assess the company's restoration efforts, communications and how well the company met their expectations during the emergency.

"All the research we do is part of a commitment to customer satisfaction that is built into the way we do business," Bray said.

That commitment extends to distribution companies owned by PPL Corporation in other parts of the world as well. PPL-owned companies in Latin America and the United Kingdom have earned numerous honors for service, quality and customer satisfaction.



PPL Electric Utilities Corporation is a subsidiary of PPL Corporation (NYSE: PPL). Headquartered in Allentown, Pa., PPL Corporation generates electricity at power plants in Pennsylvania, Maine and Montana; markets wholesale or retail energy in 42 U.S. states and Canada; and delivers electricity to nearly 6 million customers in Pennsylvania, the United Kingdom and Latin America.

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