

# **PPL Electric Utilities earns top spot for business customer satisfaction among large utilities in the East in J.D. Power and Associates study**

For the eighth time in 11 years, PPL Electric Utilities has ranked highest among large electric utilities in the eastern United States in J.D. Power and Associates' annual study of business customer satisfaction.

The award is the company's 16th overall — more than any other utility in the country — since J.D. Power and Associates began studying customer satisfaction among electric utility customers. PPL Electric Utilities has earned the top honor for residential customer satisfaction in the eastern region of the U.S. eight times, in 1999 and from 2001-2007.

"This award is a testament to the customer service commitment ethic of PPL Electric Utilities employees and the strong partnership they have forged with our business customers," said David G. DeCampli, president of PPL Electric Utilities.

"We have established PPL Electric Utilities as a trusted energy adviser to help customers evaluate their options and navigate the new world of shopping for an electricity supplier," DeCampli said. "In addition, our collection of E-power programs is starting to take hold across the service territory, helping all customers save energy and money."

The J.D. Power and Associates study ranks companies on a 1,000-point scale, measuring power quality and reliability; billing and payment; corporate citizenship; price; communications; and customer service.

PPL Electric Utilities' overall score of 667 was up 46 points from the 2009 study of business customer satisfaction. The improvement shown by PPL Electric Utilities in 2010 outpaced all other utilities in the east region. The average utility industry score in the 2010 study increased 29 points over last year, to 646.

J.D. Power and Associates said its findings showed electric utilities are doing a good job of improving reliability to business customers and making customers aware of conservation and efficiency programs. Actively communicating outage information, including the use of Web sites, was also cited as a factor in increased ratings.

"PPL Electric Utilities continues to show strength and develop initiatives in both energy efficiency and customer communications," DeCampli said.

J.D. Power and Associates interviewed more than 16,000 businesses for the study, representing more than 90 utility brands serving more than 11.7 million business customers.

PPL Electric Utilities Corporation is a subsidiary of PPL Corporation and provides electricity delivery services to about 1.4 million customers in 29 Pennsylvania counties. More information is available at [www.pplelectric.com](http://www.pplelectric.com).

Headquartered in Allentown, Pa., PPL Corporation (NYSE: PPL) owns or controls nearly 12,000 megawatts of generating capacity in the United States, sells energy in key U.S. markets and delivers electricity to more than 4 million customers in Pennsylvania and the United Kingdom.

## **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services

company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

For further information: contact Ryan Hill, 610-774-5997 or [rwhill@pplweb.com](mailto:rwhill@pplweb.com)

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