



**PPL Electric Utilities**

# The Power to Make a Difference

**ENERGY STAR® Partners Meeting**  
**Denver, CO**

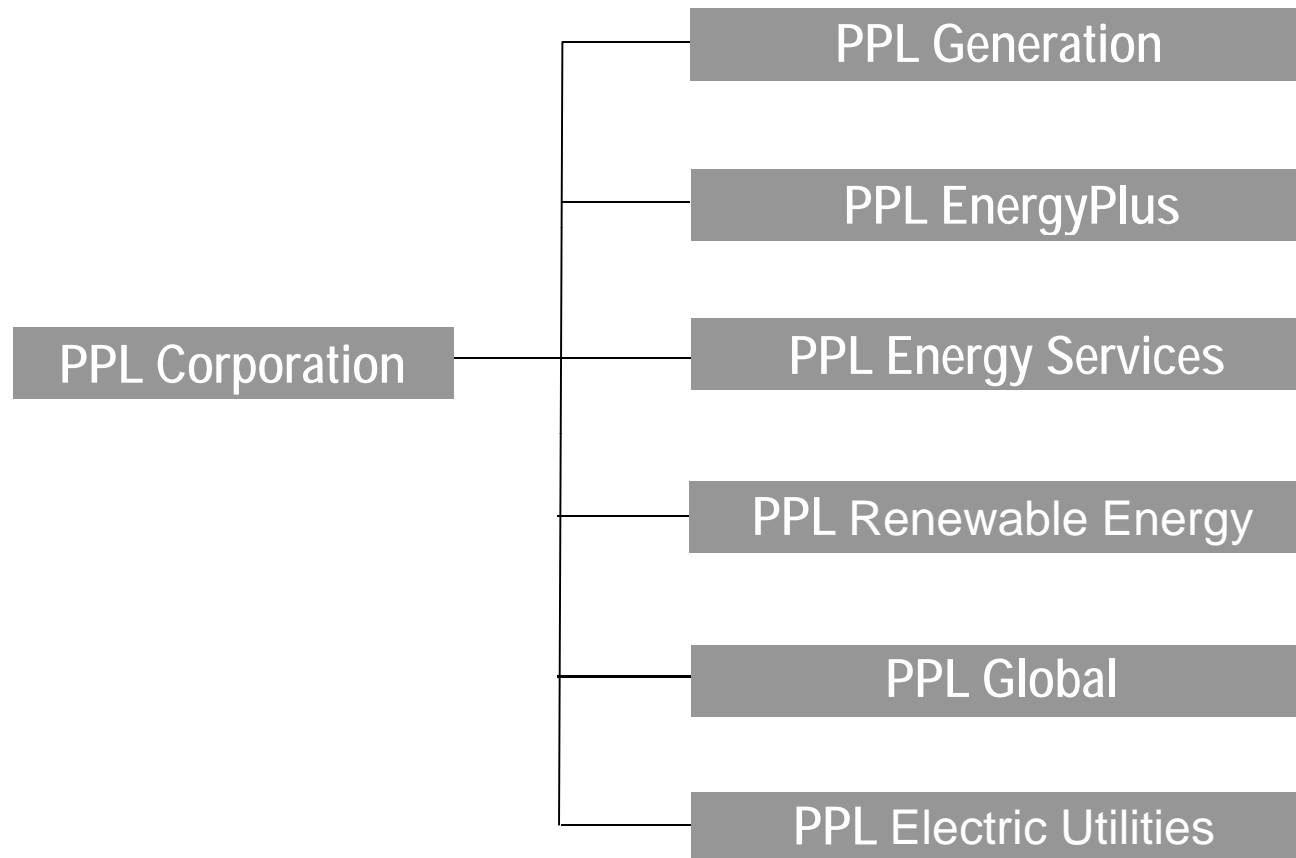
# PPL Electric Utilities at a glance



- 1.4 million customers
- 2,200 employees
- 50,000 miles of power lines
- 1 million poles, towers
- 10,000 square-mile service territory



# PPL Corporation



# What we believe

- Electric choice is good for customers.
- Efficiency matters.
- Information is key.
- Customers have the power to manage electricity use.



# Consumer is Key: Increasing Awareness.



- Lessons learned.
- Selling the benefits.
- Barriers to increased market share at the retail level.

# Electric Heat Pump Water Heater Pilot – The Story



- Pilot for 200 PPL Electric Utilities residential customers.
- Pre-order during the months of October and November 2009.
- All installations had to be completed by December 15, 2009.

# What was needed to make this work

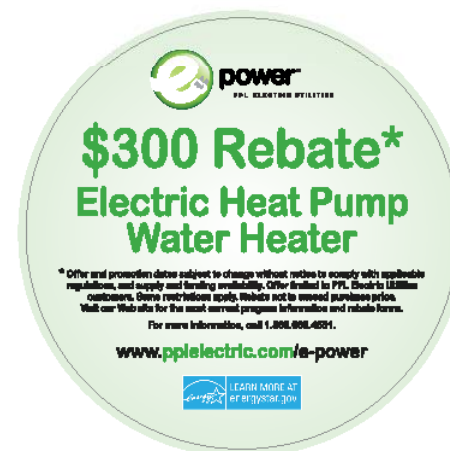


- Agreement between GE and ??? – chain of custody.
- Product delivered on time.
- Contractors agreeing to participate in the project AND being trained.
- Advertising.
- Call center ready to answer questions about a product that no one had seen.

# The story's lead performer



PPL Electric Utilities





# Starring role – our customers



- Over 350 inquiries.
- 166 customers chose to participate.
  - Two needed a water heater.
  - The remainder wanted to try this new technology.
- Early adopters.

# Supporting roles



- Contractors
- Customers
- GE
- Call Center

# Customer Satisfaction Survey – Results



Mail survey sent on March 15, 2010 and close date of April 2, 2010.

- Survey focused on:
  - Overall Satisfaction with:
    - Different Features
    - Different Modes
    - Overall Performance
    - Energy Savings
  - Perceived Importance of Features
  - Likelihood to Recommend
  - Desired features
  - Problem Areas

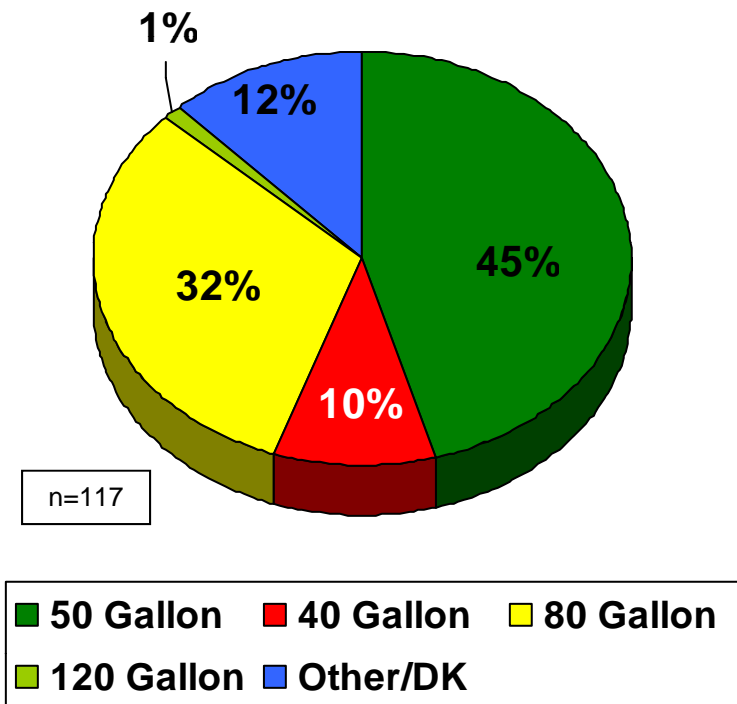
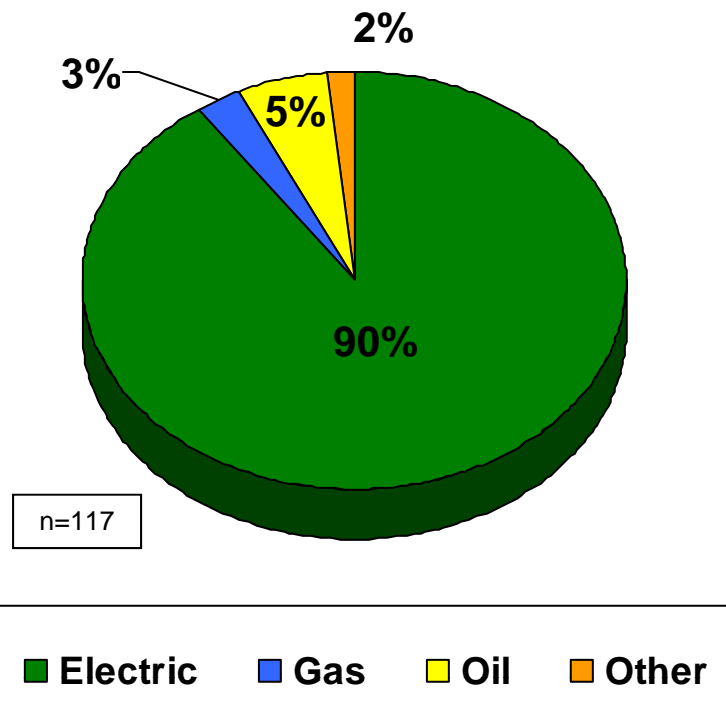
# Customer Satisfaction Survey –Results



- 121 completed the survey (73% participation rate)
- High response rate for a mail survey --- may be indicative of the high interest level with this unit

# What they replaced

- ➡ 9 out of 10 replaced an electric unit
- ➡ Note that the size varied on the units replaced with 3 out of 10 being **more than 50 gallon tanks**

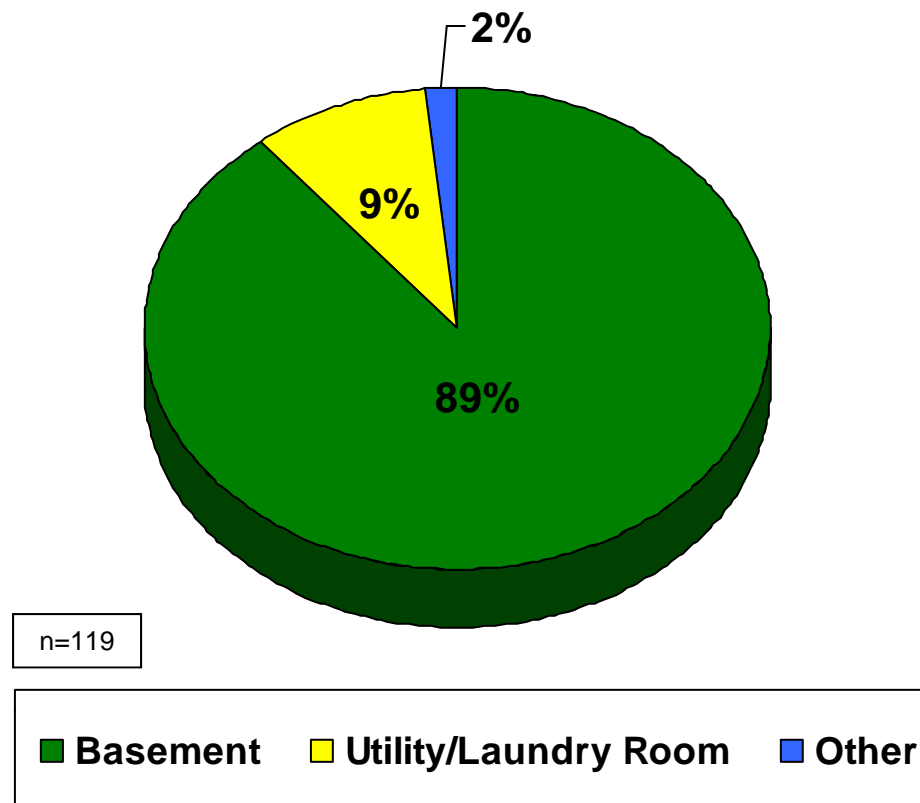


Q11. When you installed this unit, what type of water heater did it replace?

Q12. What size water heater did you previously have at this location before you installed the GE electric hybrid water heater unit?

# Location of unit

➡ Almost 9 out of 10 put the unit in their basement



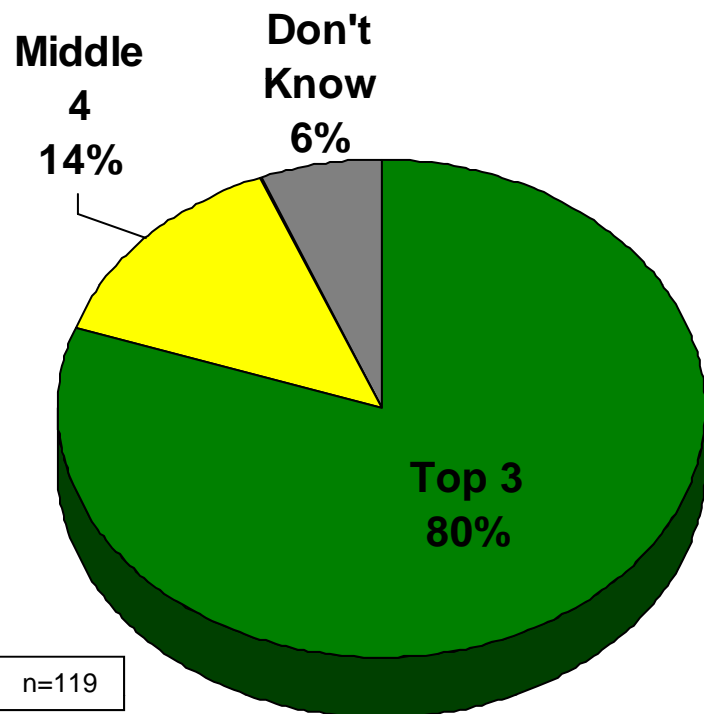
Q13. Where is your GE electric hybrid water heater located?

# Satisfaction with control panel

➡ Electronic Control panel had high scores for satisfaction – 84% Top Box

➡ *“Easy to use panel.”*

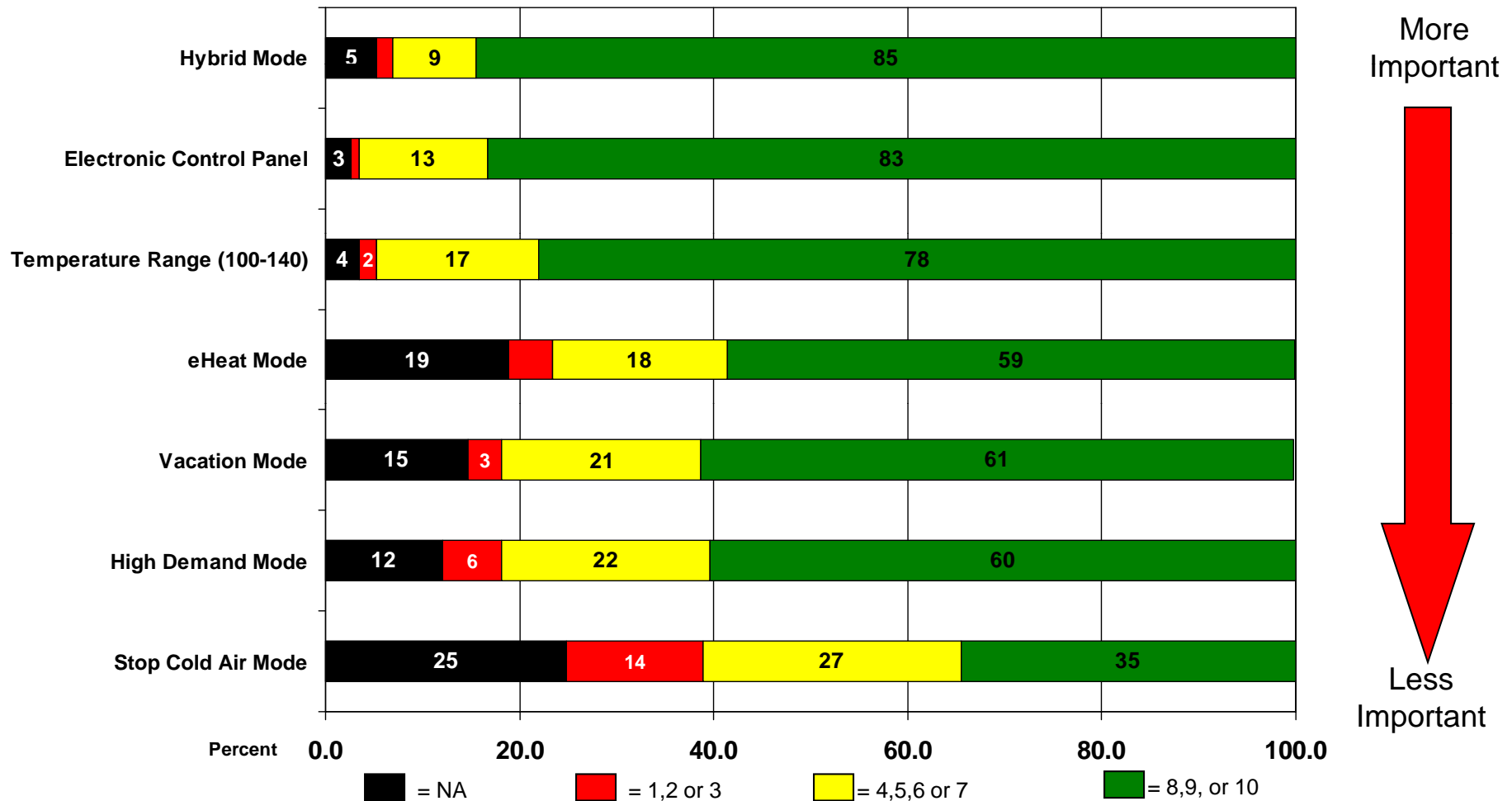
*“I think there is a lot of flexibility with options you can choose.”*



■ Of those who rated satisfaction, the scores are:

- Bottom 3 0%
  - Middle 4 ➡ 16%
  - Top 3 ➡ 84%
- ➡
- n=112

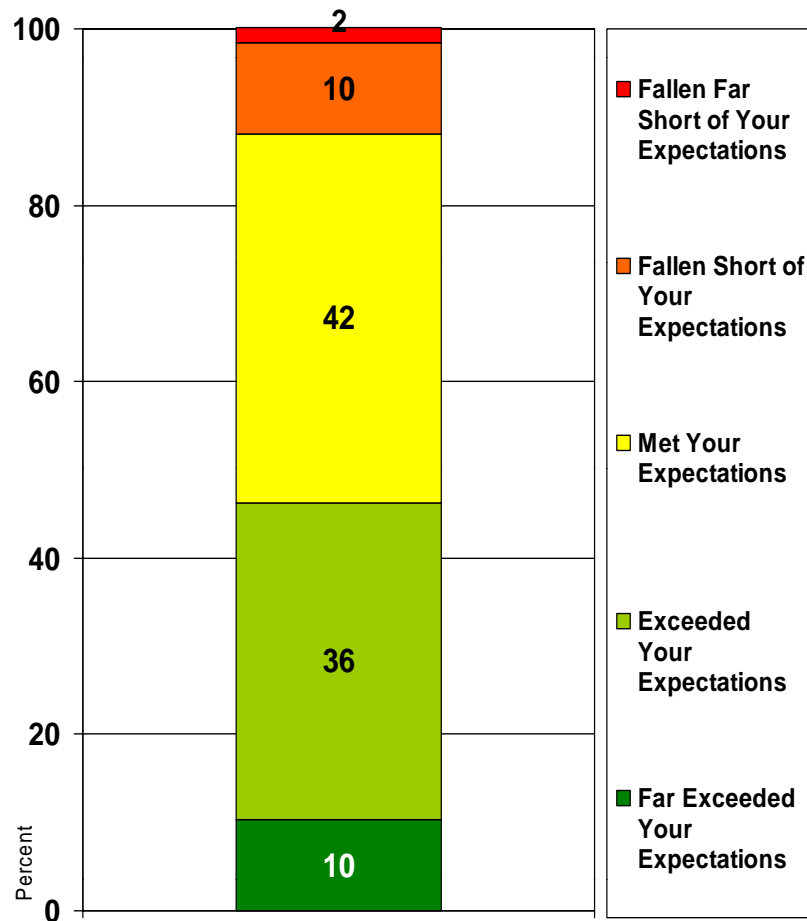
# Importance Ratings



Q5. When you think of the following features on this GE electric hybrid water heater, please rate the importance of each of these features. 1=No Importance, 5=Average, 10=Extremely Important



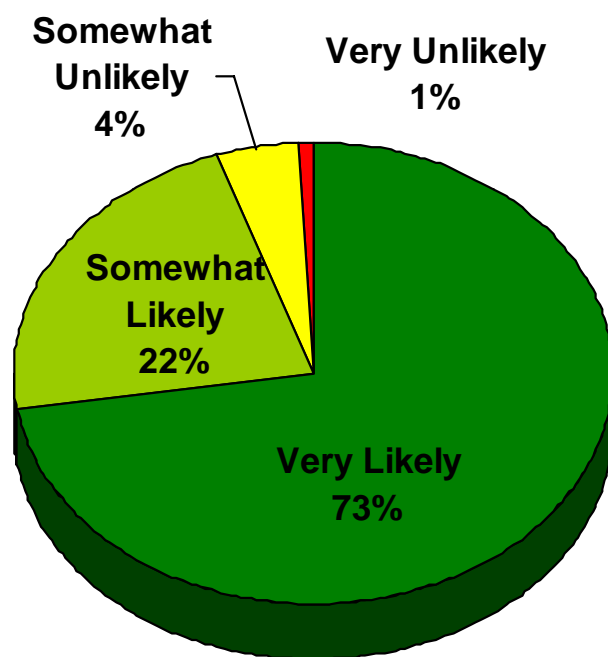
# Expectations



- Nearly 88% had their expectations met or better
- Of those who did not, there were some performance problems – particularly in Hybrid mode

Q17. Finally, overall would you say that the GE electric hybrid unit has:

# Likelihood to recommend



## ■ Reasons to Recommend

- Saves energy

*"Our electric usage has been reduced by 9 kilowatt hours per day. This is a considerable amount."*

- Saves money

*"I would recommend it because of the long-term cost savings."*

- Almost 95% were **very likely** or **somewhat likely** to recommend.

## Likelihood to recommend -- comments



- “Has shown to save electricity. Technology makes sense.”
- “Our energy savings are wonderful. It is very easy to use. I also like that the unit which is located in my laundry room helps dry my hanging clothes.”
- “Quality of the unit, ease of operation, obviously cost savings. In addition could shut off my dehumidifier because of heat pump.”

# What did customers like best



- “Energy savings and ability to set to vacation/temp.”
- “It has been working dependably (so far). It has been providing hot water, upon demand, just like I want it to.”
- “Modern - Energy Savings”
- “Potential for saving energy and reduce operating costs.”

# What did customers like least



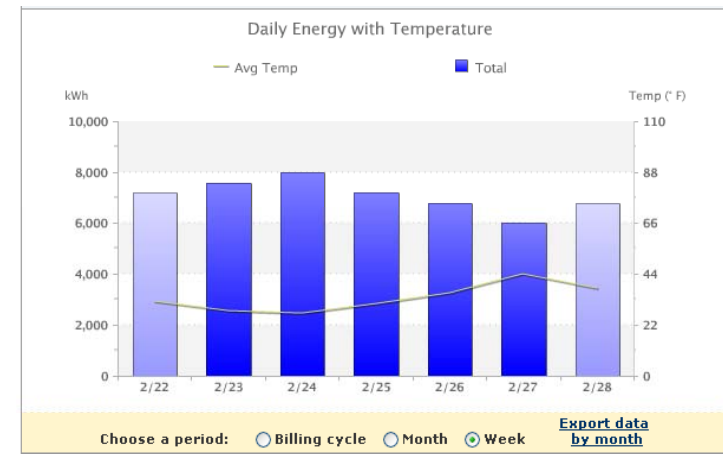
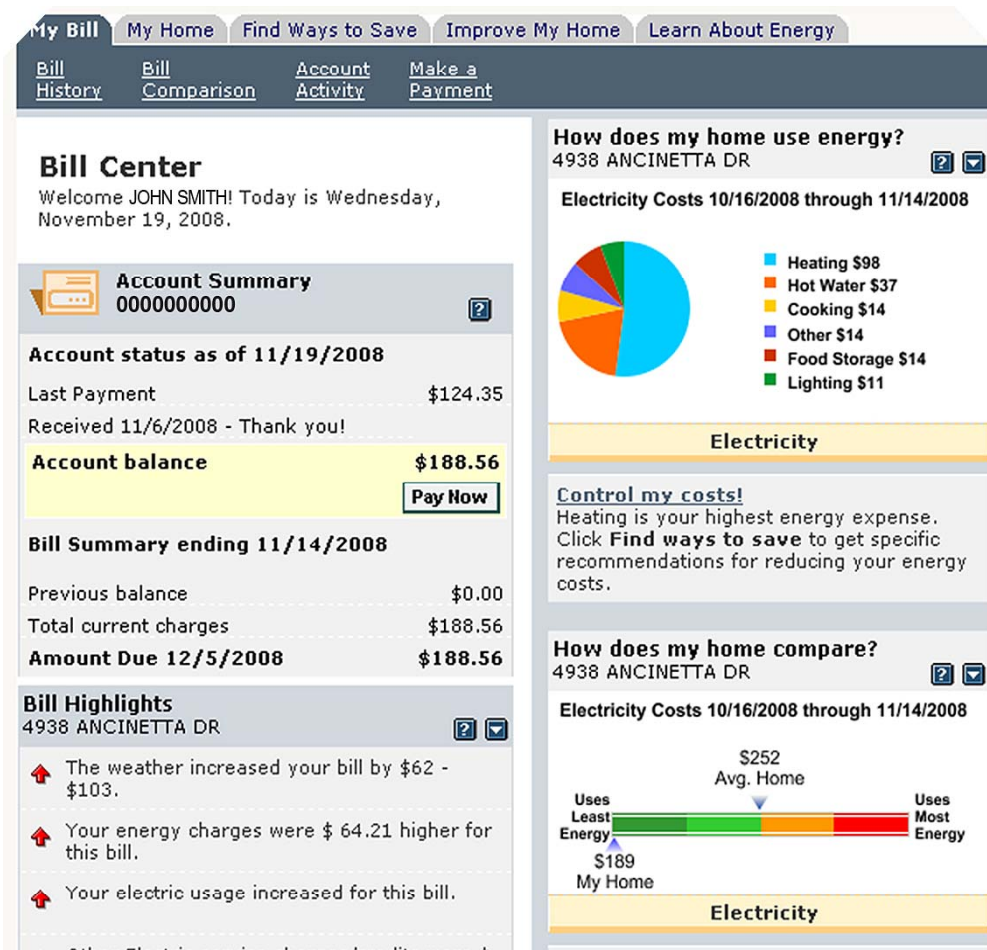
- “We do not have heat in the basement and had to run on electric from Jan
- “The noise with fan is running - if in finished lower level - will need air for circulation sound proofing around unit.”
- “Initial cost was very high (compared to conventional electric water heaters).”
- “Blows cold air - makes basement cold in winter.”

# A Happy Ending to our Story



- Lessons learned.
- Selling the benefits
- Barriers to increased market share at the retail level.

# Customer Information



# E-power on the Web



PPL Electric Utilities Home | myPPL | Contact Us

E-power links 

**E-power tools**

- Carbon calculator
- "e" store
- Energy Analyzer
- Energy calculator
- Energysmart library
- Video Center

**Programs to help you save**

- E-power Team schedule
- Green power option
- School energy achievement program
- Think Energy school program
- Time-of-Use Option

**Residential** **Small Business** **Commercial & Industrial** **Institutional**



**e-power™**  
PPL ELECTRIC UTILITIES

Energy efficiency programs with rebates, incentives and tools that can make a difference in your home or business.



Daneen & TJ  
West Pittston, PA



Questions



Thank you

Contact Information: Lynn Nehila – [lnehila@pplweb.com](mailto:lnehila@pplweb.com)