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EXHIBIT "B"

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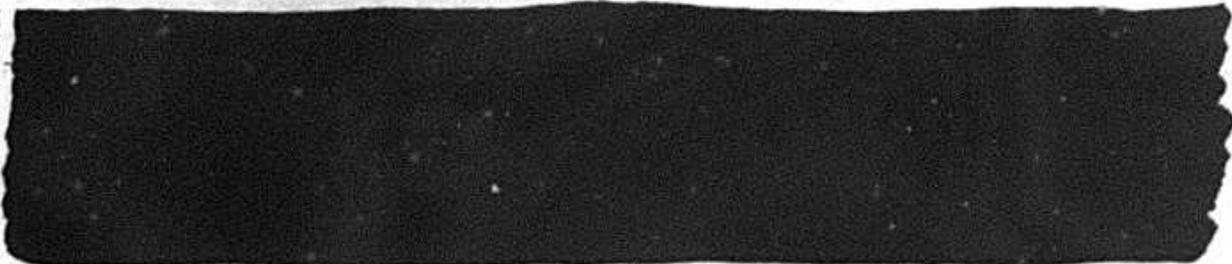
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1 companies. The project, completed by an outside survey contractor, also assisted in the design,  
2 wording and selection of future surveys and questions. The project was completed in two phases.  
3 The Voice of The Customer for Residential and Small Business was completed in June 1994 and  
4 the Voice of The Customer for Key Accounts was completed in February 1995.

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6 The project results provided important insight into measuring customer perceptions, and  
7 identified key performance attributes associated with customer satisfaction. For instance, the  
8 Residential and Small Business results identified clean, uninterrupted power as one of the top ten  
9 attributes desired. However, small business rated Southern system performance higher in this  
10 category than did residential customers. Industrial customers, from the Key Accounts Voice of The  
11 Customer study, rated clean, uninterrupted power as the number one attribute desired, and rated this  
12 attribute a strength of the Southern system. Surveys conducted after 1994 included information,  
13 attributes and customer word descriptions uncovered during the Voice of The Customer research  
14 project to create survey questions addressing the customer concerns research identified.

15  
16 **1996 Benchmark Survey**

17 In 1996, GPC completed its regular market sector surveys in parallel with a benchmark  
18 survey. The benchmark survey, conducted in the fall of 1996 and issued in February 1997, was  
19 conducted to identify "drivers of loyalty" to support management planning. The study examined  
20 loyalty drivers for overall satisfaction, price, product/service quality and customer retention. The  
21 study reviewed Southern Company, and each individual system company, against 16 other electric  
22 utilities, throughout the United States. Survey questions addressed customer issues that were  
23 identified in the Voice of The Customer research project. The survey was designed to benchmark  
24 residential, moderate-sized commercial and large energy user responses.



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10 **1997 Benchmark Survey**

11 In early 1997, a working group of marketing representatives from each of the Southern  
12 companies joined with Southern Electric Services (SES) to develop a benchmark effort of 16  
13 competitive companies, having operating territories physically connected to the Southern system.  
14 The study will be conducted in late 1997, by an outside survey contractor, and provide Southern  
15 companies a blind benchmark study of their own company, compared to other competitors  
16 surrounding them in the Southeast. The benchmark study breaks customers studied into categories  
17 of large customers, using 1 megawatt or more, customers using 99 kilowatts down to 50 kilowatts,  
18 general business customers and residential customers. GPC, and Southern Company, will be moving  
19 away from the traditional customer satisfaction survey to the benchmark method for all future  
20 efforts. Results of the 1997 Benchmark survey were not available at the time this report was  
21 published.  
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23 **5.3.4 Customer Damage Claims**

24 The GPC damage claims process involves the use of field Claims Coordinators to process  
25 customer damage claims within a geographic area. The Claims Coordinators report to the Power  
26 Delivery Manager in each of the three divisions, who have responsibility for customer claims less  
27 than \$5,000, with no attorney involvement, no liability, and no extenuating or questionable issues.  
28 Customer claims greater than \$5,000, with legal involvement, with liability, with questionable  
29 issues, or the potential for fraud are referred to the Claims Administrator.  
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31 Exhibit GPC-12 shows the public damage claims dollars for GPC, during the period 1992  
32 through September 1997. According to company representatives, the rise in 1995 public claims  
33 was related to storm damages from two named storms experienced that year. As shown in the  
34 exhibit, 1997 public claims increased slightly over the 1996 level, but are not significantly higher  
35 than the 1994 claims level. Exhibit GPC-13 shows the number of customer damage claims made  
36 and the number of claims paid by GPC, for the period 1992 through September 1997. As shown  
37 by the chart, GPC paid about 50.4% of the customer damage claims filed during the period.  
38

39 The GPC Claims Administrator is also the Employee Relations & Risk Management  
40 Manager. In fact, none of the individuals involved in the GPC claims process are involved with  
41 claims on a full time basis. GPC also provides no formal claims processing training for Claims  
42 Coordinators. Only informal training with the job incumbent, or on-the-job experience, is  
43 provided to assist coordinators in performing their duties and responsibilities.  
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