

# Georgia Power continues streak providing world-class customer value

By Andrew Vickery

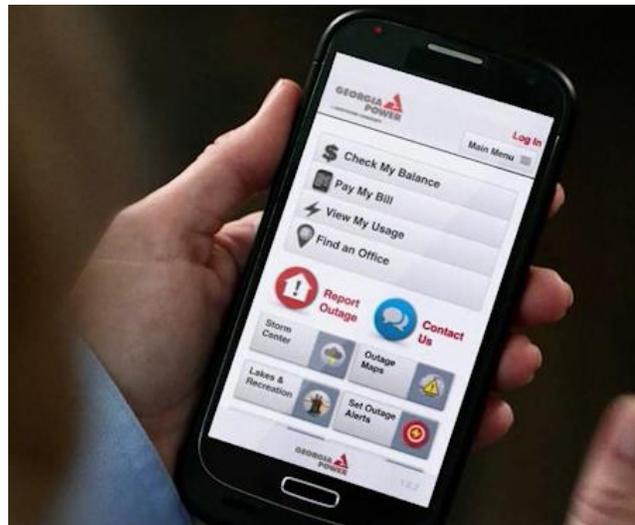
Thursday, Sept. 8, 2016 – For the third consecutive year, Georgia Power achieved a top-quartile overall ranking in the annual Customer Value Benchmark (CVB), which measures how the company’s efforts to deliver world-class customer value compare with peer utilities across the nation.

Georgia Power’s 2016 overall score of 8.78 is an increase from a score of 8.69 in 2015.

The company ranked third among its peers in the overall results of the CVB, following only Alabama Power and Gulf Power. This was the 15th consecutive year that Southern Company and all of the operating companies ranked in the top quartile overall for the survey.

The overall ranking was solidified by the 2016 General Business component of the survey score announced Thursday. The General Business component is the final of three annual surveys that make up the overall CVB ranking.

Last month, the company garnered top-quartile finishes in the Large Business and Residential segments. This is the third consecutive year that Georgia Power achieved top quartile customer value rankings overall and in each of the three segments.



“A top-quartile ranking is much more than a victory for the people and organizations within our company,” said Louise Scott, vice president of Customer Service. “It is a reflection of our unwavering commitment to provide world-class value to every customer every day. I would like to thank each and every one of our employees for working together to make it happen again this year.”

## Fifth consecutive top-quartile ranking for General Business

In the General Business CVB, Georgia Power notched its fifth-consecutive top-quartile ranking, finishing fifth among peers in the survey. The company’s total score of 8.85 bettered the 2015 score of 8.65.

Key findings from the General Business CVB include:

- Georgia Power ranked fifth (unchanged from last year) behind Oglethorpe, Mississippi Power, TVA and Alabama Power.
- Scores improved on all study questions.
- Georgia Power has a competitive advantage over top-quartile peers in the value drivers of reliability and bill options.
- The most room for improvement exists within the bill statement, cost/energy efficiency and customer service drivers.

The nine CVB drivers in the General Business study are Cost/Energy Efficiency, Reliability, Bill Statement, Image, Bill Options, Outage Communication, Customer Service, Telephone Contact and Web.

The CVB survey measures perceptions of customer value, and Georgia Power's performance is compared to that of peer utilities. Peer utilities are ranked by their respective customer value index (CVI) score.