

Integrity Impact Story



Overview

Southern Company (NYSE: SO) is an international energy company that operates more than 48,000 megawatts of electric generating capacity worldwide. It is the largest producer of electricity in the United States and one of the world's largest independent power producers. Southern Company subsidiaries and their affiliates serve 12 million retail customers worldwide and millions more through the wholesale market. Based in Atlanta, Southern Company is the parent firm of Alabama Power, Georgia Power, Gulf Power, Mississippi Power, and Savannah Electric. Southern Company's year 2000 annual earnings were in excess of \$1 billion with 26,000 employees worldwide.

Creates
"customers
for life".

Increase overall customer
satisfaction and loyalty.

Build stronger teamwork
across departments to increase
communication, productivity, and
customer focus.

Solutions Implementation

The process included an initial 3½ hour seminar and eight 1½ hour weekly follow-up sessions plus ongoing manager coaching. The Advanced Skills Builder sessions, after the eight weeks of follow-up, continued to promote and reinforce a strong "customer for life" culture. Over 4,500 employees have graduated from Integrity Service®.

Impact

For the third year in a row Southern Company scored highest in customer satisfaction for electric service to large business customers, according to the seventh annual TQS Research national benchmark survey of the 70 largest utilities in the United States. The number one ranking by TQS comes behind a string of honors Southern Company has earned for its customer service:

- American Customer Satisfaction Index (ACSI) ranked Southern Company highest in customer satisfaction for utilities and third highest among all companies from nine different service industries.
- Southern Company's national accounts program was voted by customers as one of the best in the country for service and responsiveness to customers, according to the Edison Electric Institute's National Accounts Customer Advisory Group.
- Southern Company's customer satisfaction for electric service to midsize business customers in the southern United States was ranked highest by a major national survey group.

Integrity Service® training at Southern Company is regarded as a key component of the company's Customer First Initiatives, a series of actions taken to renew a customer service focus among all employees. The program has had a profound impact on the customer service provided as reflected in the survey results referred to above. Integrity Service® will continue to be a vital part of Southern Company corporate objectives to emphasize world class customer service.