



An Exelon Company

Richard G. Webster, Jr.
Vice President

PECO
Regulatory Policy and Strategy
2301 Market Street
S15
Philadelphia, PA 19103

Telephone 215.841.4000
Fax 215.841.6208
www.peco.com
dick.webster@peco-energy.com

March 25, 2015

VIA ELECTRONIC FILING

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street
Harrisburg, PA 17105-3265

**RE: Account Number Access Mechanism Data
Docket No. M-2015-2468991**

Dear Secretary Chiavetta:

In accordance with the Secretarial Letter dated February 26, 2015, please find enclosed the responses of PECO Energy to the Data Requests of the Pennsylvania Public Utility Commission's Office of Competitive Market Oversight ("OCMO").

In addition, to filing the responses with the Secretary, PECO is also providing this information to OCMO at the below listed e-mail as well as the Bureau of Technical Utility Services, and the Law Bureau.

Thank you for your assistance in this matter and please direct any questions regarding the above to Richard Schlesinger, Manager, Retail Rates (215) 841-5771.

Sincerely,

Richard G. Webster, Jr. / RAS

cc: Office of Competitive Market Oversight, via email (ra-ocmo@pa.gov)
Megan Good, Bureau of Technical Utility Services
Ken Stark, Law Bureau

PECO Energy

Docket No. M-2015-2468991

Responses to Account Number Access Mechanism Data Request Dated February 26, 2015

1. *Please provide the date the account number access mechanism was made available for EGS use.*

PECO made its account number access mechanism (the SUCCESS website) available for EGS use on May 15, 2014.

2. *Please provide the total costs, to date, of the account number access mechanism. These costs should include, but may not be limited to, implementation costs and any applicable maintenance costs incurred to date.*

PECO's total costs related to its account number access mechanism to date equal \$219,909, of which \$215,632 are implementation costs and \$4,277 are annual maintenance costs.

3. *Please provide the number of EGSs (or EGS representatives) registered (i.e., provided the appropriate login information for access) to use the account number access mechanism, to date.*

PECO's account number access mechanism is available on its supplier portal, the SUCCESS website. All EGSs certified to serve PECO load have access to the SUCCESS website and, as such, can use the account number access mechanism with no additional registration steps required. As of March 23, 2015, 113 EGSs were certified to use the portal and 5 have actually used it.

4. *Please provide the number of attempted accesses to the account number access mechanisms, to date. This would include both those attempts that are rejected and those that match the customer's account information and therefore result in the provision of an account number.*

PECO understands "attempted access" to mean a request for one specific individual account number. However, EGSs have the ability to upload a file to PECO's portal containing a maximum of up to 500 individual requests.

As of March 22, 2015, PECO received 35,301 requests overall from a total of 5 EGSs. However, not all of these requests yielded matches with information contained in PECO's billing system, which will be described in more detail below.

NOTE: On page 3 of its comments submitted to the Commission relative to the Gas Retail Market Investigation at Docket No. I-2013-2381742, (comments filed on February 2, 2015), PECO indicated that as of January 25, 2015, it had received 5,873 requests overall from the same 5 EGSs. Given the total volume referenced in response to question 4 above (35,301), PECO observed a significant increase in request volumes after filing its comments.

5. *Please provide the number of successful attempts, to date, that result in an account number that was already available to the EGSs through the eligible customer list (ECL).*

PECO was able to locate a precise match in its billing system for 1,767 requests. Of these requests, 927 (approximately 52.5%) were already available to EGSs through PECO's ECL.

To ensure customer privacy and minimize the risk of unauthorized release of private customer information, PECO requires a precise match to deliver either a PECO account number or alternatively a notification that the account is available on PECO's ECL. Requests for customers already on the ECL are not counted as matches with PECO's billing system. PECO receives a significant amount of requests through its portal for customers that are already on the ECL.

Additionally, if a supplier provides multiple requests that include various iterations of the same customer's name (e.g. with and without a middle initial) to attempt a perfect match with the information contained in PECO's billing system, only the request containing the correct iteration will count as a match. The other requests that contain the incorrect name iterations inflate the total number of requests received. In several instances, an EGS submitted over 100 different requests with different name iterations for what appears to be the same customer.

Examples of differences resulting in mismatches include but are not limited to the following:

- Customer Name
 - Different middle initial (John A Smith, John B Smith, etc.).
 - In several instances, an EGS submitted 26 requests with the same address information but with each customer name containing a different middle initial (A-Z).
 - PECO may have a middle initial on file, but the requesting EGS does not include it, or vice versa.
 - PECO may have a full middle name on file, but the requesting EGS includes only middle initials.
 - Different punctuation (John A Smith, John A. Smith, etc.)
 - Different names
 - Nicknames (John, Jon, Johnny, John Jr, etc.)
 - Different customer name (no match with names on file – different spelling; PECO has property manager's name associated with the account, etc.)
- Customer Address
 - Data is not USPS-compliant (101 North Main Street v. 101 N Main St)
 - Secondary address attribute notation varies
 - Floor v. Fl or Flr. Also, units and apartment numbers do not match or are not provided).
 - PECO may have a secondary address attribute on file but the requesting EGS does not include it, or vice versa.

Please note that many of the above examples are based on PECO's assumptions concerning the customer that the EGS is attempting to look up. PECO only knows with certainty the customer that the EGS intends to look up when PECO is able to determine a precise match, as noted above.

6. *Should an EDC be unable to provide a response to any of the above questions, please explain. If you anticipate having the information available in the future, briefly explain when that information may be made available.*

Not applicable. Please see PECO's responses to questions 1 through 5 above.