

**BEFORE THE STATE CORPORATION COMMISSION
OF THE STATE OF KANSAS**

MAY 02 2005

Susan Lohoff Docket Room

DIRECT TESTIMONY

OF

CAROLINE A. WILLIAMS

WESTAR ENERGY

DOCKET NO. _____

I. INTRODUCTION

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Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.

A. Caroline A. Williams, 777 W. Central, Wichita, KS 67201

Q. BY WHOM AND IN WHAT CAPACITY ARE YOU EMPLOYED?

A. Westar Energy, Inc., Vice President, Customer Care.

Q. PLEASE DESCRIBE YOUR EDUCATIONAL BACKGROUND AND PROFESSIONAL EXPERIENCE.

A. I received a BS degree in Human Resources in 1998 and an MS degree in Organizational Development in 2003 from Friends University. I began my career with Kansas Gas and Electric Company (KG&E) in 1975. Positions I have held include Manager, Customer Services; Manager, Walk-In Services; Manager, Training Services; Manager, Customer Relations; Director, Customer

1 Account Services; Executive Director, Customer Service; and Vice
2 President, Customer Service. I assumed my current position as
3 Vice President, Customer Care in 2002.

4 **Q. WHAT ARE YOUR RESPONSIBILITIES?**

5 A. I direct activities related to providing customer service which
6 encompasses the customer contact center, billing services, credit
7 and collections, commercial and industrial business center for large
8 and key customers, customer and community support, and meter
9 and service operations.

10 **Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?**

11 A. My testimony: (a) describes customer care initiatives we have
12 undertaken; (b) discusses results from our most recent customer
13 satisfaction studies; and (c) addresses certain service quality
14 performance measures that are included in our Reliability-Based
15 Sharing Proposal.

16 **II. CUSTOMER CARE INITIATIVES**

17 **Q. WHAT OBJECTIVES UNDERLIE WESTAR'S CUSTOMER CARE**
18 **INITIATIVES?**

19 A. As a KCC-certificated retail electric public utility, Westar has a
20 responsibility to provide efficient and sufficient service to our
21 customers. Our customer care initiatives, however, are motivated
22 by a desire to do better than just meet minimal customer service
23 requirements. We want to demonstrate that we are customer-

1 focused; that we are accessible to answer questions, provide
2 accurate information, and resolve problems; that we are concerned
3 about the quality of service we provide; and that we care about
4 meeting our customers' service needs and expectations. Our
5 underlying objective is to be accessible through whatever media or
6 contact channel our customers choose to conduct their business —
7 whether by telephone, interactive voice response (IVR), website, e-
8 mail, or facsimile.

9 **Q. PLEASE IDENTIFY INITIATIVES YOU HAVE IMPLEMENTED**
10 **THAT YOU BELIEVE HAVE SIGNIFICANTLY FURTHERED**
11 **WESTAR'S CUSTOMER CARE OBJECTIVES.**

12 A. Many of these initiatives are reflected in the enhanced functionality
13 and capabilities of our interactive voice response (IVR) system and
14 our website. For example, our IVR system now includes a feature
15 called Virtual Hold. During periods of unusually high call volumes
16 that may involve extended waiting periods to speak directly with a
17 customer service representative (CSR), Virtual Hold gives our
18 callers a choice to continue to wait or to receive a return call from
19 us without losing their place in line. If they choose to be called
20 back, they are asked for their name and call back number, given an
21 estimated callback time and the call is disconnected. The system
22 keeps the caller's place in the queue, calls the customer back, and
23 connects the customer to our CSR. The system allows callers to

1 take care of their business without putting everything else on hold
2 and is proving to be extremely popular. The implementation of this
3 system reflects our understanding that our customers' time is
4 valuable and it gives each customer the ultimate decision regarding
5 how to best utilize that time.

6 **Q. DOES WESTAR'S AUTOMATED CALL SYSTEM INCLUDE**
7 **OTHER CUSTOMER-FOCUSED FUNCTIONALITY?**

8 A. Yes. We currently offer a mix of Interactive Voice Response (IVR)
9 functionality that includes both touch-tone and speech. Our regular
10 business IVR is touch-tone based, while our outage (800-LIGHT-
11 KS) IVR offers speech and/or touch-tone. The regular business
12 automated IVR option allows customers to take care of basic needs
13 without having to speak to one of our CSRs. For example,
14 customers can obtain account and payment information and
15 options, pay bills, set up short- or long-term pay agreements,
16 start/stop/transfer/reschedule service, and restore service.
17 Qualifying accounts can enter monthly meter reads.

18 Our 800LIGHTKS IVR system allows customers to report
19 power outages and has the capability to handle 30,000 calls per
20 hour. In September 2004, we implemented a new service that
21 allows customers to quickly and easily access estimated outage
22 restoration times by telephone or through our website. A

1 comprehensive description of the customer features included in our
2 automated IVR system is attached as Exhibit __ (CAW-1).

3 **Q. DO CUSTOMERS USE THE AUTOMATED IVR SYSTEM?**

4 A. Yes. Currently over 40% of our incoming calls to the regular
5 business IVR are handled by the automated system. In a
6 benchmark study conducted by META Group, Inc. in 2003, the
7 Peer Group Average IVR usage rate was approximately 17%. Its
8 popularity continues to grow as technology and application design
9 continue to improve and as our customers grow to appreciate the
10 efficient way in which questions and concerns are addressed. We
11 have found that many callers prefer to use the automated system.
12 It provides fast service. Some like the opportunity to handle their
13 business by themselves; and some appreciate the anonymity of
14 handling situations that might seem uncomfortable or embarrassing
15 to discuss with a live agent. The IVR, as well as the website
16 services, are available 24 hours a day, 7 days a week. This gives
17 customers the opportunity to conduct their business at the time that
18 is most convenient for them.

19 **Q. PLEASE DESCRIBE CUSTOMER CARE FEATURES THAT ARE**
20 **AVAILABLE THROUGH WESTAR'S WEBSITE.**

21 A. Initially, I should note that our website and business IVR systems
22 were recognized by META Group, Inc., in its 2003 Customer
23 Service Call Center Benchmark of 30 utilities as "Best in Class" for

1 use of technology and for having the most advanced call center in
2 the benchmark group. The use of customer web access, customer
3 self-help, on-line bill payment and high IVR usage rate were among
4 the best in the industry. Our website provides the ability to view
5 and print up to 13 months of actual bill images. It also displays 13
6 months of account transactions and meter history. The pay online
7 feature allows customers to pay their current month's bill or enroll in
8 our automated monthly bank draft plan. The pay on-line feature
9 also allows a customer to address credit related issues which
10 include preventing a pending non-payment service order (NPSO) or
11 automatically issuing a restoration order if service has been
12 disconnected. Enrollment in the average payment plan and
13 start/stop/transfer service capability is also available on our
14 website. Exhibit ____ (CAW-2) describes more completely our
15 customer-focused website functionality.

16 **Q. IN ADDITION TO THE INTERACTIVE VOICE RESPONSE**
17 **SYSTEM AND WEBSITE FUNCTIONALITY, HAS WESTAR**
18 **UNDERTAKEN OTHER CUSTOMER CARE INITIATIVES?**

19 A. Yes. One significant initiative was to proactively inform customers
20 of the separation of electric and gas billing by Westar and Kansas
21 Gas Service, which began in September 2004. To minimize
22 confusion and provide as much information as possible, we
23 implemented a multi-faceted program of direct mailings, IVR, and

1 website messaging. We consulted with the Commission's public
2 information office staff as we launched our program, and we
3 benefited from their constructive suggestions.

4 In June 2004, we sent letters to all combination electric and
5 gas customers regarding the separation. This mailing was followed
6 up by further mailings to these customers that again explained the
7 nature of the separation and included contact numbers if customers
8 had additional questions. The subsequent mailing included a
9 refrigerator magnet with the Westar customer contact and
10 LIGHTKS telephone numbers. Exhibit ____ (CAW-3). In addition
11 to a basic separation message, our IVR automated call system
12 included a menu option so customers could hear more details
13 about the separation and receive answers to the most frequently
14 asked questions we were getting from our customers. Exhibit ____
15 (CAW-4). Similar information was provided on our website.
16 Exhibit ____ (CAW-5). During direct contact with combination
17 electric and gas customers, our CSRs would also take time to
18 explain the impending separation of electric and gas billings.
19 Anticipating that we would receive increased call volumes regarding
20 the separation; we also employed and trained 24 additional
21 temporary CSRs to respond to the potential increase in call
22 volumes and to fill positions as they became vacant with trained
23 employees. We began testing candidates for these positions on

1 May 19, 2004. We hired the temporary employees during the period
2 June 1 through June 28, 2004.

3 **Q. WAS WESTAR ABLE TO RETAIN ANY SHARED SERVICES**
4 **WITH KANSAS GAS SERVICE?**

5 A. Yes. We were able to negotiate the continuation of joint meter
6 reading and shared storeroom functions where our service areas
7 overlap. Specifically, we share nine service centers with Kansas
8 Gas Service in Salina, Manhattan, Marysville, Hiawatha, Atchison,
9 Leavenworth, Emporia, El Dorado and Arkansas City. We own the
10 mobile telecommunications network that supports in-truck terminal
11 and radio communication with field personnel. Kansas Gas Service
12 purchases the use of the network from us. We also share
13 telecommunications services in the centers where we are co-
14 located.

15 **Q. WHAT ADDITIONAL CUSTOMER CARE INITIATIVES HAVE**
16 **YOU STARTED?**

17 A. There are many. I will discuss just a few. One is a new service
18 program that provides customers who experience a power outage
19 an estimated restoration time. A team of employees determined a
20 number of different scenarios in which a customer might lose
21 power, determined how long, on average, restoration might take,
22 and then developed a way to make that information easily
23 accessible. When a customer calls to speak with our CSR

1 regarding an outage, the CSR is able to give a timeframe within
2 which we expect to restore that customer's service. This service
3 has been expanded to our business IVR system to automatically
4 give customers an estimated restoration time when they report
5 outages. Our customers can also obtain the estimated restoration
6 time for their premises from our website if they are away from
7 home. The final phase will be to automatically have the estimated
8 restoration time submitted to customers who call our automated
9 outage reporting line 800-LIGHTKS. This has been partially
10 implemented. Full implementation is planned by summer 2005.

11 Another initiative is promoting energy efficiency. Our
12 knowledgeable CSR's give customers energy efficiency information
13 during routine conversations. We have also updated and promote
14 our energy efficiency video and have made it available to
15 customers on VHS or DVD. We also publish on our website an
16 "Energy Tip of The Month" that gives specific information regarding
17 electrically operated equipment and how to most efficiently operate
18 that equipment. The monthly tips take into consideration seasonal
19 equipment so the tip is both informative and timely.

20 For some of our larger customers we hold Power Quality
21 seminars to help them understand and improve their power
22 systems.

1 We have recently partnered with EnergyStar to provide
2 energy topics and calculations for home energy use. This web
3 product allows a customer to simulate energy usage through an
4 easy-to-use home-evaluation calculator. Customers may examine
5 electric energy usage patterns and compare cost-savings if they
6 want to implement energy saving materials or appliances. Energy
7 efficiency information is available as well.

8 **Q. HAVE YOU TAKEN STEPS TO DETERMINE LEVELS OF**
9 **CUSTOMER SATISFACTION WITH THE SERVICE YOU ARE**
10 **PROVIDING?**

11 A. Yes. In 2003, we initiated a program to begin tracking customer
12 satisfaction measures annually. This program has allowed us to
13 understand where we are in terms of customer satisfaction and to
14 begin mapping a strategy to improve satisfaction levels. It has also
15 permitted us to monitor progress toward meeting our customer
16 service and satisfaction objectives for the 2004-2008 business
17 planning period. Overall, we have found that satisfaction levels
18 have been improving across all customer segments. The program
19 surveys also indicate, however, that there remains significant room
20 for improvement. As I have discussed, we have initiated additional
21 customer satisfaction efforts to continue to improve our level of
22 service for our customers.

23 **III. QUALITY OF SERVICE PERFORMANCE STANDARDS**

1 **Q. DO YOU BELIEVE IT IS APPROPRIATE THAT CUSTOMER**
2 **CARE SERVICE QUALITY MEASURES BE INCORPORATED IN**
3 **WESTAR'S RELIABILITY-BASED SHARING PROPOSAL?**

4 A. Yes. Providing high quality customer service is critical to us. Our
5 customers expect and value good service. The KCC also has a
6 legitimate interest in seeing that we provide appropriate service
7 levels to our retail electric customers in Kansas. The service
8 quality measures included in our proposal are directed at meeting
9 those expectations and objectives. We provide high quality
10 customer service through a variety of contact mediums, but we
11 have goals to improve existing services, add new ones, and attain
12 higher levels of customer satisfaction. The customer care service
13 quality measures that are included in our sharing proposal are
14 measures for which I have managerial responsibility. They also
15 reflect outcomes that we can affect by the application of our
16 resources.

17 **Q. WHAT CUSTOMER CARE SERVICE QUALITY MEASURES DO**
18 **YOU BELIEVE SHOULD BE INCLUDED IN WESTAR ENERGY'S**
19 **RELIABILITY BASED SHARING PROPOSAL?**

20 A. Mr. Fitzpatrick has recommended that two customer care service
21 quality measures under my managerial responsibility be included in
22 the proposal: (1) the percentage of meters read and (2) the
23 answered call rate. I agree with his recommendation.

1 **Q. PLEASE DEFINE EACH OF THESE MEASURES.**

2 A. The percentage of meters read is simply the percentage calculated
3 from the ratio of meters actually read to the sum of meters read and
4 estimated meter reads. An answered call is an incoming call in
5 which our customer conducts business either through the IVR or by
6 speaking to a CSR. The answered call rate is the percentage
7 calculated from the ratio of answered calls to the total calls we
8 receive.

9 **Q. WHY DO YOU BELIEVE THESE ARE APPROPRIATE SERVICE**
10 **QUALITY MEASURES FOR WESTAR?**

11 A. One important reason is that the percentage of meters read and the
12 answered call rate are service attributes that customers value.
13 Both indicators have historically been used to measure the quality
14 of Kansas utility customer service. These indicators are also
15 balanced in terms of the aspects of customer service that are under
16 my supervision. That is, the meters read rate measures the quality
17 of customer services provided by our field service representatives
18 (FSRs). The answered call rate measures the quality of customer
19 services provided by our CSRs. By including services provided by
20 both FSRs and CSRs, the sharing proposal is both balanced and
21 comprehensive in terms of our customer care service.

22 Westar has historically collected data regarding actual meter
23 reads and answered calls and will continue to do so in the future –

1 and so there are standards against which to measure our future
2 performance. Additionally, the KCC is familiar with these measures
3 and the impact our performance has on customers. We currently
4 report the inverse of these measures — estimated meter reads and
5 abandoned call rate — to KCC Staff upon request. It is important
6 for rewards or penalties in an incentive plan to reflect a company's
7 performance and we believe these two measures will give an
8 accurate breakdown of our performance with respect to the quality
9 of our customer care service operations.

10 **Q. WHY IS THE PERCENTAGE OF METERS READ A GOOD**
11 **CUSTOMER SERVICE MEASURE?**

12 A. Customers value timely and accurate bills. Key to preparing
13 accurate bills is accurate actual meter reads. Estimated meter
14 reads are sometimes necessary, but they can lead to inaccurate
15 usage information. A higher percentage of meters read, therefore,
16 promotes billing accuracy and timeliness. These are two critical
17 attributes of customer service.

18 **Q. PLEASE DESCRIBE WESTAR ENERGY'S AVAILABLE DATA**
19 **ON METERS READ.**

20 A. We currently have four years of historical data on meters read. The
21 data are tracked and available on a monthly and annual basis.
22 Table 1 displays the data.

TABLE 1

METERS READ				
	2004	2003	2002	2001
January	98.90%	98.93%	98.96%	98.53%
February	98.05%	99.23%	96.91%	96.45%
March	99.02%	99.25%	99.13%	98.87%
April	98.99%	99.35%	99.41%	99.11%
May	98.91%	99.23%	98.82%	99.03%
June	98.90%	99.10%	99.23%	98.98%
July	98.92%	99.13%	99.26%	99.06%
August	98.97%	99.04%	99.24%	99.05%
September	99.02%	98.88%	99.22%	99.02%
October	98.93%	98.98%	99.06%	99.12%
November	98.92%	99.11%	99.27%	99.10%
December	98.89%	98.76%	98.61%	99.15%
Annualized	98.87%	99.08%	98.92%	98.79%

2 **Q. ARE THE HISTORICAL DATA ON METERS READ**
3 **NORMALIZED FOR ANY CIRCUMSTANCES BEYOND**
4 **MANAGEMENT'S CONTROL?**

5 **A.** In the past four years, we have not experienced any occurrences
6 that caused us to normalize our meters read data. However, in
7 principle, it is appropriate to normalize these data under certain
8 extraordinary circumstances. The most likely such event would be
9 a period of inclement weather, such as a severe snowstorm or a
10 prolonged period of sub-zero temperatures, which would make it
11 either impractical or unsafe to read large numbers of customer
12 meters. Westar has not experienced such conditions in the past
13 few years, but they could occur while our Reliability-Based Sharing
14 Proposal is in effect. In the event that such circumstances arise,
15 we would alert the Commission and normalize the data in an
16 appropriate manner.

1 **Q. WHAT IS AN ANSWERED CALL RATE?**

2 A. As I previously testified, an answered call is an incoming call in
3 which the customer conducts business either through the IVR or by
4 speaking to a CSR. The answered call rate is the percentage of
5 calls that are answered as a percentage of total calls received. We
6 measure this by dividing the total calls answered by the total
7 incoming calls.

8 **Q. IS THE ANSWERED CALL RATE A GOOD SERVICE QUALITY**
9 **MEASURE?**

10 A. Yes. The answered call rate is a good measure of the quality of
11 service provided by our customer contact center. Many customers
12 continue to communicate their needs or concerns about utility
13 services by telephone and consider this a critical contact medium.
14 Customers expect a prompt response when they call to speak to a
15 customer service representative. The answered call rate is a good
16 measure of the responsiveness of our contact center because it
17 provides an overall picture of contact center performance in
18 handling live incoming calls. It provides an understandable and
19 quantifiable target for our CSRs. It is also indicative of the
20 appropriateness of contact center staffing levels.

21 Contact center responsiveness is also linked to the quality of
22 other services we provide. For example, the response times for
23 service calls and other visits to customer premises depend in part

1 on how accurately calls are answered and relayed to field
2 personnel. The answered call rate can therefore indirectly capture
3 other important aspects of customer service.

4 **Q. HAVE THE HISTORICAL DATA ON THE ANSWERED CALL**
5 **RATE BEEN NORMALIZED FOR ANY CIRCUMSTANCES**
6 **BEYOND MANAGEMENT'S CONTROL?**

7 A. No. However, in principle, it is appropriate to normalize this data
8 under certain extraordinary circumstances. The most likely such
9 event would be a major storm, such as a severe snowstorm, or
10 series of thunderstorms. Storms cause incoming calls to increase
11 dramatically in a short time window. It would not be a prudent
12 business practice to increase permanent staffing levels solely to
13 accommodate those short-term events. However, as a
14 consequence, our answered call rate goes down during major
15 storms. This is true even though our 1-800-LIGHTKS and IVR
16 systems are available and capable of accepting and reporting
17 outage calls. Therefore, some short periods may need to be
18 adjusted for these unusual events.

19 **Q. WHAT HAS WESTAR'S ANSWERED CALL RATE**
20 **PERFORMANCE BEEN FOR THE LAST FOUR YEARS?**

21 A. Our performance for the most recent four-year period is detailed by
22 month in Table 2.

1

TABLE 2

ANSWERED CALL RATE				
	2004	2003	2002	2001
January	97.72%	97.56%	96.84%	77.16%
February	99.10%	98.68%	90.35%	79.83%
March	96.34%	98.41%	89.77%	92.51%
April	94.07%	98.12%	79.66%	95.39%
May	97.60%	97.72%	81.10%	88.77%
June	96.35%	97.66%	89.10%	92.65%
July	93.57%	96.20%	89.30%	89.26%
August	94.62%	97.15%	88.98%	87.22%
September	86.71%	96.42%	91.02%	88.50%
October	93.26%	97.46%	89.71%	89.07%
November	96.40%	98.42%	95.06%	95.21%
December	98.94%	97.99%	97.06%	98.06%

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Q. THANK YOU.

Interactive Voice Response

- **Account Balance**
 - Caller hears the last payment made, the account balance, and the due date. If the account has a disconnect notice, it will quote the amount of the arrears and the disconnect notice due date. If the account is on a pay agreement, it will quote the pay agreement amount due.
 - Accounts with disconnect notices are advised of their specific credit situation and provided instructions which could include all or combinations of any of the following:
 - If service has been disconnected, the amount of the disconnect/reconnect charges
 - if a deposit is being charged, the amount, and the number of payments
 - if account qualifies for long term pay agreement, the minimum amount due to go on the pay agreement, the number of payments, and the rules pertaining to long term pay agreements
 - Callers with disconnect notices are then offered the option to hear payment options or to move on to the next menu. Payment options include pay by phone (phone check), pay station (receipt entry), or website (informational).
- **Phone Check**
 - Customers can pay their bill via their checking or savings account. If the account has a disconnect notice, depending on its status, the application will take the appropriate actions at the same time the payment is confirmed and then advise the caller of what has taken place. Actions that may take place are:
 - Cancel the disconnect notice
 - Set up a long term pay agreement
 - Charge a deposit
 - Issue an order to restore service
 - Customers may be able to modify the amount of a pending phone check.
- **Enter Pay Station Receipt**
 - Customers can enter their pay station receipt (authorization) number along with the amount and date paid. This application will take the appropriate actions, just as described above for Phone Check and advise the caller.
- **Automatic Bill Payment Plan**
 - This application plays informational voice segments that explains how the plan works and how to enroll. Interested callers can request additional information, enrollment form be sent to them, and/or advised of option to enroll through the website.
- **Average Payment Plan**
 - Informational voice segments explain the plan. Qualifying callers can hear the Average Payment Plan quote and enroll, if they so choose.
- **Payment Agreement**
 - Qualifying callers can get set up on a short term or long term pay agreement.
- **Conservation Use Rate**
 - Qualifying customers hear about Westar Energy South's conservation use rate, can request the rate, and complete the set up.
- **Duplicate Bill**
 - Customers can request a duplicate of their most recent bill.
- **Bill Hold**
 - Qualifying customers can request their bill be held for up to 3 months if they are: in the hospital or on vacation.

- Letter of Credit
 - Customers can request a letter of credit be faxed or mailed to another utility.
- Stop Service
 - Qualifying customers can enter a future dated order to stop service and provide a different mailing address for the final bill, if appropriate.
- Reschedule Stop/Start Service
 - Accounts with future dated pending turn on's or turn off's may be able to reschedule the date wanted.
- Next schedule meter read date, last read, usage
 - Customer hears the next scheduled meter read date, their last read, and the usage.
- Enter meter read
 - Qualifying accounts can enter their monthly meter read.
- How to read meter
 - Callers hear instructions on how to read an electric meter.
- Payment Locations
 - Callers can hear the closest payment locations by entering a zip code.
- Payment mailing address
 - Callers hear the payment mailing address.
- Correspondence addresses
 - Callers hear our US postal address for regular mail correspondence and our fax number.
- Internet addresses
 - Callers hear our website and e-mail addresses.
- Power Outage
 - Qualifying customers can enter all or partial power out tickets and are provided with estimated restoration time information.

Customer Care Website

My Electric Account (Secure)

- Account-At-A-Glance
 - Displays last payment amount and date received, next scheduled read date, last meter read, usage, and meter number.
- Account List
 - Provides screen with explanation of all the secure links, indicates whether account is receiving paper bill or not, and has drop down of customer's registered accounts for selection.
- View Bill
 - Customers can view and print up to 13 months of actual bill images (if available) plus the bill inserts.
- Guide to Bill
 - A graphic representation of the bill image which includes bubble pop ups that explain line items on the bill.
- Transaction History
 - Real time screen with up to 13 months of account transactions provided (if available).
- Meter History
 - This page provides up to 13 months of meter history (if available), including the date the meter was read, meter read, usage, type of meter read, and, the amount billed for service usage.
- Pay Online
 - Customers can pay their bill via checking or savings account.
 - If the account has a disconnect notice, the page displays their specific credit situation (both total bill and minimum amount required are displayed) and provides information which could include all or combinations of any of the following:
 - If service has been disconnected, the amount of the disconnect/reconnect charges
 - if a deposit is being charged, the amount, and the number of payments
 - if account qualifies for long term pay agreement, the minimum amount due to go on the pay agreement, the number of payments, and the rules pertaining to long term pay agreements
 - After the payment has been made, if the account has a disconnect notice, depending on its status, the application will take the appropriate actions at the same time the payment is confirmed and then display to the caller what has taken place. Actions that may take place are:
 - Cancel the disconnect notice
 - Set up a long term pay agreement
 - Charge a deposit
 - Issue an order to restore service
- Automatic Bill Payment Plan
 - This application explains the Automatic Bill Payment Plan and allows qualifying accounts to enroll on the plan.
- Average Payment Plan
 - The application explains the Average Payment Plan, displays the account's average, and allows qualifying accounts to set up the plan.
- Enter meter read
 - Qualifying accounts can enter their monthly meter read.

- How to read meter
 - Instructions on how to read an electric meter are provided visually.
- Stop Service
 - Qualifying customers can enter a future dated order to stop service and provide a different mailing address for the final bill, if appropriate.
- Payment Arrangement
 - Qualifying customer can get set up on a short term or long term pay agreement.
- Project Deserve
 - Customers may enroll for ongoing contributions, sign up for a one-time contribution, change the amount of contribution, and/or cancel enrollment.
- Power Problems
 - Qualifying customers can enter all or partial power out tickets and are provided with estimated restoration time information.
- Profile
 - Allows customer to register multiple accounts to the same Login Name, to remove accounts from Login Name, change their e-mail address, control whether they get the monthly e-bill message, control whether they get a paper bill through the US postal service, change their password, and change their security question and/or answer.
- In addition, each application page has the account number, service address, current bill amount, the due date, and the total balance at the top of each page. If the customer has multiple accounts registered to that one Login Name, the customer can select which account to work with at any time.

Unsecured Portion of Web (anyone can access)

- Request Start/Stop/Transfer Of Service
 - Customers can complete and submit a web form to request start, stop, or transfer of service. A CSR will complete the request and respond to the customer with confirmation and other pertinent information.
- Request New Construction Service
 - This web form is for requesting service for new construction. The target audience for this form is mainly builders, contractors, electricians, etc. A CSR will complete the request and respond to the person who made the request with confirmation and other pertinent information.
- Update Personal Information
 - Customers can complete and submit a web form to request a change of mailing address, e-mail address, or phone number. A CSR will complete the request and respond to the customer with confirmation.
- Contact Us
 - This is a free form written inquiry web form that anyone can submit.
- Report Street Light Problems
 - This application allows anyone to submit street light problem reports.
- Deposit Information
 - This page provides information about why Westar charges deposits, how the amount is determined, how long we hold it, and under what circumstances it is returned. The page also includes the current year's interest rate and information as to who to contact for unclaimed deposit refunds. Information on payment options are also provided along with links to some of the necessary forms.

- Payment Options
 - This page provides information on different payment options (i.e. payment locations, pay online, automatic bill payment plan [ABPP], average payment plan [APP], payment mailing address, and what to do if in arrears). Links are provided to check payment locations (user enters city name), to register for online services through secure site enrollment in ABPP and APP, or to print the enrollment forms.
- Service Programs
 - Information is provided on the different programs Westar Energy offers, including links to printable forms, brochures, and inserts. Programs listed include:
 - Area security lighting
 - Automatic Bill Payment Plan
 - Average Payment Plan
 - the IVR (Customer Action Line) System
 - Dig Safe
 - Electric Safety
 - Energy Efficiency Information
 - Extended Travel or Hospitalization
 - Language Line
 - Large Print or Braille Bill
 - Life Support
 - Online Services
 - Project Deserve
 - Revert to Owner
 - Service Guarantee
 - Third Party Notification
 - Tree Planting Guide
 - Virtual Hold
 - 800-LIGHTKS
- Conservation Tips
 - This page provides numerous and helpful conservation tips for summer and winter.
- Reading Your Meter
 - Instructions on how to read an electric meter are provided visually.
- FAQ (Frequently Asked Questions)
 - Answers frequently asked questions (i.e. how to figure how much an electric appliance uses, what are those colored flags in my yard, what is capacity, etc).
- Help
 - Provides more detailed explanation of the online services registration process.
- Outage Information and Reporting
 - Includes 800-LIGHTKS information and link to secure site for registered customers.
- In addition, we provide information for our large commercial, industrial, wholesale, and municipal customers, including contact names and phone numbers of members of our specialized staff.



Date

Name

Address

Dear Name:

We at Westar Energy want to tell you about an important change coming on your utility bill. Your current utility bill is a combined bill for both your electric service provided by Westar Energy and natural gas service provided by Kansas Gas Service.

Westar Energy is your electric utility. Kansas Gas Service is your natural gas utility. Although they have provided joint bills in the past, they are two separate companies.

Beginning September 7, 2004, you will receive a separate electric and natural gas bill from each company.

Kansas Gas Service and its affiliates are implementing a new customer service billing system for all of their natural gas customers, and the change for customers in Kansas will occur this year over Labor Day weekend.

The bill from Westar Energy will look similar to the current bill you receive now. The big difference will be that the natural gas information will be removed. The separate bill from Kansas Gas Service will look different than the Westar Energy bill and will contain information for your natural gas service.

If you are enrolled in a special program such as automatic bill payment or average bill plan, it will automatically continue on your Westar Energy electric bill, and you will be enrolled in the comparable Kansas Gas Service program.

At Westar Energy, we are committed to providing you with quality customer service, and our objective is to keep you informed about important changes regarding your electric service. We will be communicating with you again during the upcoming months about separating your Westar Energy electric bill from your Kansas Gas Service natural gas bill.

Sincerely,

Caroline Williams
Vice President, Customer Care



September 1, 2004

<coding>
<customer name>
<customer address>
<customer address>
<customer address>
<barcode>

Dear business customer,

Beginning this month, you will receive separate bills from Westar Energy, your electric provider, and Kansas Gas Service (KGS), your natural gas provider. This month as KGS moves its natural gas customers to a new billing system **you will begin receiving separate electric and natural gas bills. Please mail a separate payment for each service to the address provided on your electric and gas statements.**

Westar Energy's new payment address for C&I Business Center customers is PO Box 758500, Topeka, KS 66675-8500.

Some customers will notice a "Gas Balance Transfer" on their Westar Energy statements. This line item indicates any natural gas balance that was transferred to the new KGS system. Your electric service and rates remain unchanged.

Your Westar Energy bill and your new KGS natural gas bill will arrive at about the same time of the month as your bill does now, and your due date will remain the same.

Westar Energy wants to make it convenient for you to contact us. For questions about your service and bill, contact the C&I Business Center at 1-800-826-0026. Someone is always available to assist you.

Sincerely,

A handwritten signature in black ink, appearing to read "Terry Wilson".

Terry Wilson
Director, C&I Business Operations



September 1, 2004

<coding>
<customer name>
<customer address>
<customer address>
<customer address>
<barcode>

Dear business customer,

This letter is to advise you that Westar Energy has a new payment address for C&I Business Center customers. Please take note to submit your electricity payment to PO Box 758500, Topeka, KS 66675-8500.

Westar Energy wants to make it convenient for you to contact us. For questions about your service and bill, contact the C& I Business Center at 1-800-826-0026. Someone is always available to assist you.

Sincerely,

A handwritten signature in black ink, appearing to be "Terry Wilson", written over a horizontal line.

Terry Wilson
Director, C&I Business Operations



September 1, 2004

<customer name>
<customer address>

Dear <customer name>

This letter is to advise you that **Westar Energy has a new phone number: 1-800-383-1183**. This new number will appear on your monthly bill. Our customer service representatives will still be available 24 hours a day, seven days a week, and your call is toll free.

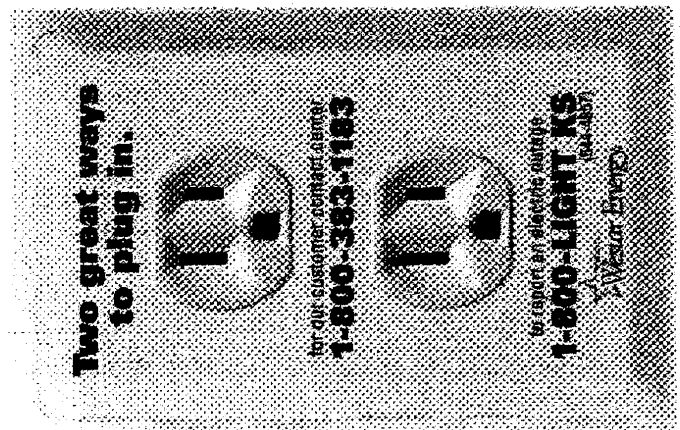
1-800 LIGHT KS (1-800-544-4857) is still the best way to report an electric outage to Westar Energy. We have improved this system to let you know during most electric outages when we expect to have your power restored.

Both numbers are listed on the magnet attached to this letter for future reference and convenience. Thank you for a few moments of your time.

Sincerely,

A handwritten signature in cursive script that reads "Caroline Williams".

Caroline Williams
Vice President, Customer Care





September 1, 2004

<customer name>
<customer address>

Dear <customer name>

Westar Energy wants to make it convenient for you to contact us. Please accept with our appreciation the attached magnet bearing the number of our **customer contact center: 383-8600**. Our customer service representatives are available 24 hours a day, seven days a week.

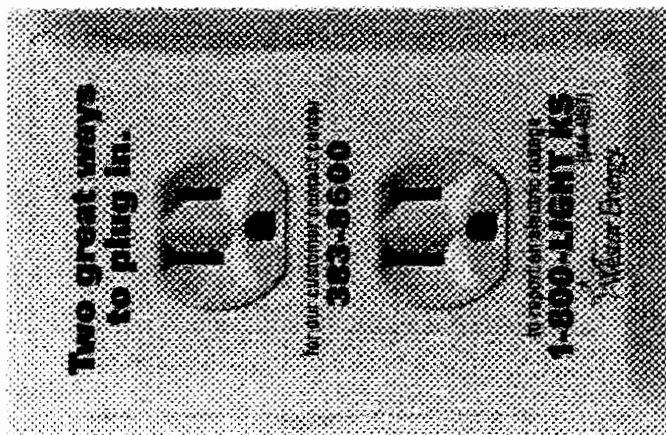
1-800 LIGHT KS (1-800-544-4857) is still the best way to report an electric outage to Westar Energy. We have improved this system to let you know during most electric outages when we expect to have your power restored. This number is also listed on the magnet.

Thank you for a few moments of your time.

Sincerely,

A handwritten signature in cursive script that reads "Caroline Williams".

Caroline Williams
Vice President, Customer Care





September 1, 2004

<coding>
 <customer name>
 <customer address>
 <customer address>
 <customer address>
 <barcode>

Dear <customer name>

For the past several months, you have been receiving information regarding the billing and service separation between Westar Energy, your electric provider, and Kansas Gas Service (KGS), your natural gas provider. This month as KGS moves its natural gas customers to a new billing system **you will begin receiving separate electric and natural gas bills. Please mail a separate payment for each service in the envelopes provided in your electric and gas statements.**

Many customers participate in programs such as automatic bank draft, average payment plan, Project DESERVE, online services and pay agreements. When the billing separates, these programs will remain unchanged for your electric service account. Some customers will notice a "Gas Balance Transfer" on their statements. This line item indicates any natural gas balance that was transferred to the new KGS system. Your electric service and rates remain unchanged.

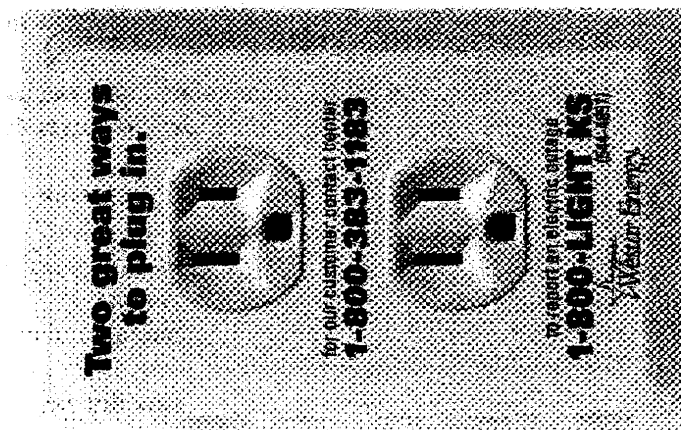
Your Westar Energy bill and your new KGS natural gas bill will arrive at about the same time of the month as your bill does now, and your due date will remain the same.

In addition, Westar Energy has a new Customer Contact Center number **1-800-383-1183**. **1-800-LIGHT KS (1-800-544-4857)** is still the best way to report an electric outage to Westar Energy. For your convenience and future reference, both numbers are listed on the attached magnet.

For a comprehensive list of questions and answers about this billing change, please visit our web site, www.wr.com. We value you as a customer, and we thank you for the opportunity to serve you.

Sincerely,

Caroline Williams
 Vice President, Customer Care





September 1, 2004

<coding>
 <customer name>
 <customer address>
 <customer address>
 <customer address>
 <barcode>

Dear <customer name>

For the past several months, you have been receiving information regarding the billing and service separation between Westar Energy, your electric provider, and Kansas Gas Service (KGS), your natural gas provider. This month as KGS moves its natural gas customers to a new billing system **you will begin receiving separate electric and natural gas bills. Please mail a separate payment for each service in the envelopes provided in your electric and gas statements.**

Many customers participate in programs such as automatic bank draft, average payment plan, Project DESERVE, online services and pay agreements. When the billing separates, these programs will remain unchanged for your electric service account. Some customers will notice a "Gas Balance Transfer" on their statements. This line item indicates any natural gas balance that was transferred to the new KGS system. Your electric service and rates remain unchanged.

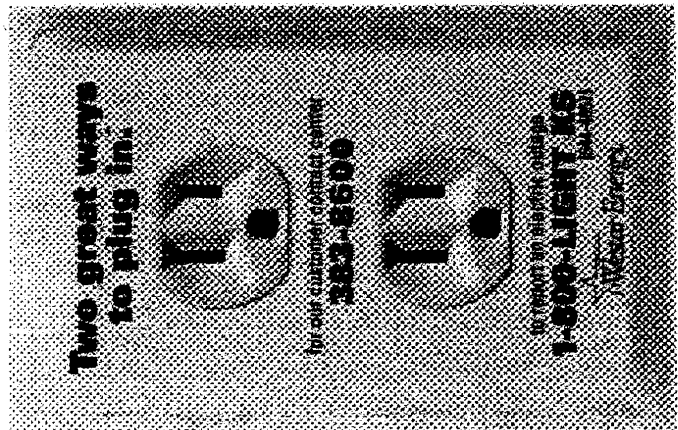
Your Westar Energy bill and your new KGS natural gas bill will arrive at about the same time of the month as your bill does now, and your due date will remain the same.

Westar Energy wants to make it convenient for you to contact us. Please accept with our appreciation the attached magnet bearing the number of our **customer contact center: 383-8600. 1-800-LIGHT KS (1-800-544-4857) is still the best way to report an electric outage** to Westar Energy. For your convenience and future reference, this number is also listed on magnet.

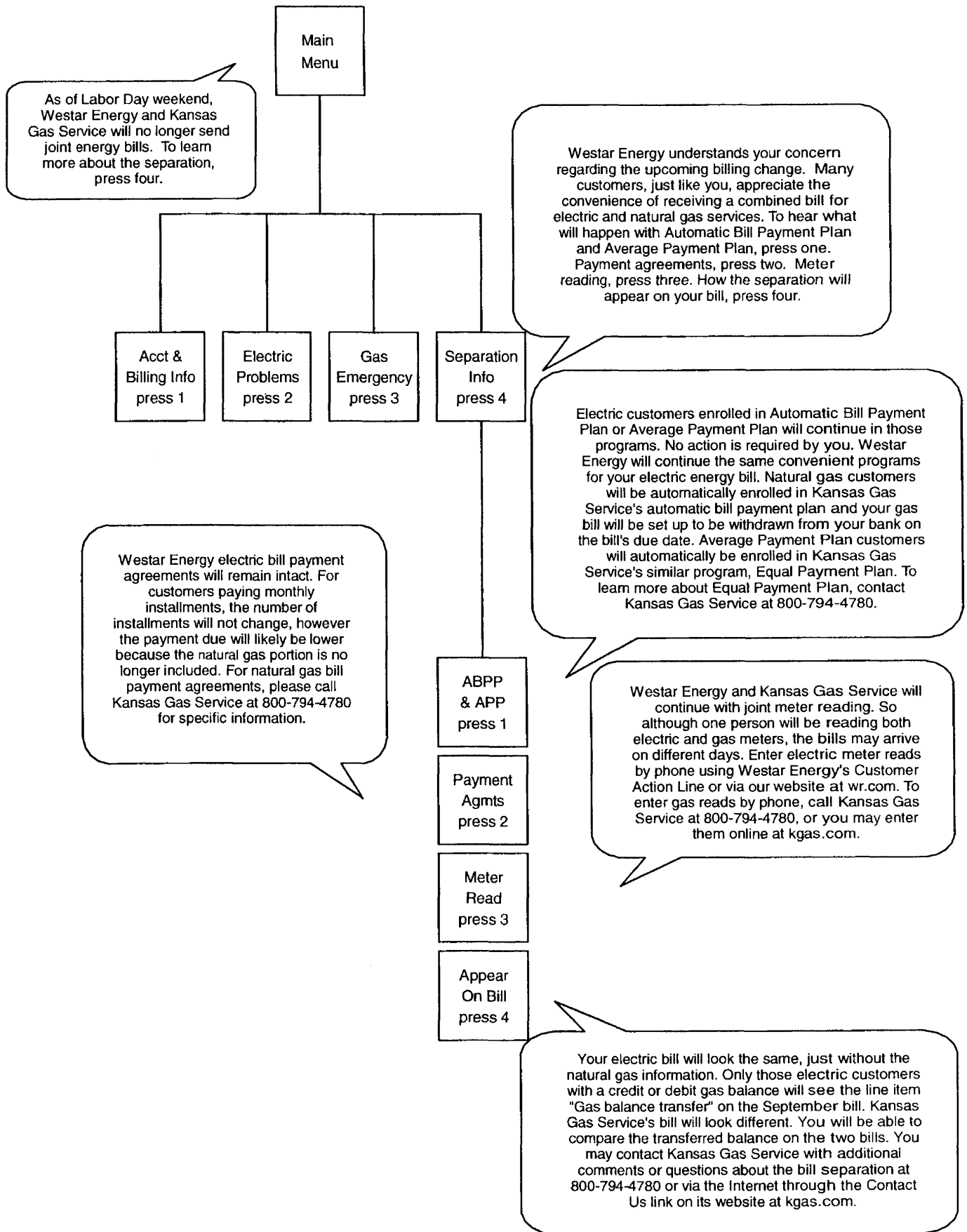
For a comprehensive list of questions and answers about this billing change, please visit our web site, www.wr.com. We value you as a customer, and we thank you for the opportunity to serve you.

Sincerely,

Caroline Williams
 Vice President, Customer Care



Pre-Separation IVR Option



**Westar Energy and Kansas Gas Service
Billing Separation Q&A****Background****Why are the bills being separated?**

Westar Energy and Kansas Gas Service are separate companies, but they shared a customer service system, billing and meter reading services. KGS is moving to a new customer service system with its parent company, Oneok.

Monthly Billing Statement**How will this affect my bill?**

Customers of Westar Energy and Kansas Gas Service – Starting Sept. 6, you will receive both an electric bill and a natural gas bill. You will probably receive your electric bill one or two days before your gas bill because your gas bill will be produced in and mailed from Tulsa, Okla. Your electric bill and envelope will have the Westar Energy logo only. Your electric account number will remain the same. Your gas bill will be an 8 ½ x 11 inch format, and you'll have a new 18-digit gas account number.

Westar Energy customers – Your electric bill and envelope will not change.

Kansas Gas Service customers – Your gas bill will be 8 ½ x 11-inches, and the format will change. You'll have a new 18-digit account number. Your gas bill will now be mailed from Tulsa, Okla., so you may receive it one or two days later.

Will my due date change?

No. However, if you are set up on Automatic Bill Payment Plan for gas and your payment was being deducted from your bank account on a date other than the due date of your bill, your bank draft date will change to the due date that appears on the bill.

How will the gas balance transfer appear on my bill?

Customers of Westar Energy and Kansas Gas Service – You may see a line item labeled "Gas Balance Transfer." This is the gas balance that was transferred to the Kansas Gas Service system. If the gas balance has been paid in full, and there is no outstanding gas balance there will be no line item on the electric billing.

What happens to my deposit?

The deposit was proportionately divided between your Westar Energy and Kansas Gas Service accounts. For Westar Energy's deposit policy, please visit our Deposit Information page. For KGS' deposit policy visit www.kgas.com or call (800) 794-4780.

Bill Payment**Where do I send my payment before Sept. 6?**

The current mailing address for your payment has not changed. Other payment procedures also remain unchanged until Sept. 6.

Where do I send my payment after Sept. 6?

Westar Energy (electric) payments - Westar Energy P.O. Box 758500 Topeka KS, 66675-8500. This new address will be on the remittance portion of your electric bill starting in September.

Kansas Gas Service payments – Kansas Gas Service, P.O. Box 22158, Tulsa OK, 74121-2158.

How do I pay by phone after Sept. 6?

Westar Energy - We will be able to process phone checks for the electric amount only through our new toll free number 1-800-383-1183 (local Wichita number 383-8600).

Kansas Gas Service - You will need to call Kansas Gas Service (800) 794-4780 to inquire about this service.

I sent Westar Energy my gas payment. Will you forward it to Kansas Gas Service?

Customers of Westar Energy and Kansas Gas Service – Until Oct. 5, Westar Energy will automatically send the gas portion of your payment to Kansas Gas Service. **After Oct. 5,**

these payments will not automatically transfer to KGS; they will be applied to your Westar Energy account.

How will payment stations be affected after Sept. 6?

Westar Energy customers – No change. You will still be able to make payments as before with the same account number.

Kansas Gas Service customers – Customers will still be able to make payments at payment stations but will need their new 18-digit gas account number or they will need to call (800) 794-4780 for customer service. The list of payment stations is available on KGS' web site, www.kgas.com or by selecting the menu item on its interactive telephone system. Kansas Gas Service account numbers will change, so you will need the new gas account number from KGS for payment.

Can I continue to make payments via the Westar Energy web site?

Customers of Westar Energy and Kansas Gas Service – Westar Energy will continue to offer its same online services, including payment, for electric service only. You will need to go to www.kgas.com for your gas service payment.

Kansas Gas Service customers – You will need to call Kansas Gas Service (800)794-4780 to inquire about this service.

What changes do I need to make if I use an online bill pay agent?

Customers of Westar Energy and Kansas Gas Service – The payment procedure for electric will not change. However, after Sept. 6 you will need to make your payment for your gas balance to Kansas Gas Service. Please be sure to note your new account number.

What changes do I need to make if I use EDI?

Customers of Westar Energy and Kansas Gas Service – The payment procedure for electric will not change. You will need to contact Kansas Gas Service (800)794-4780 for more information on gas payments.

Group Bill Accounts

Will my group billing be affected?

Customers of Westar Energy and Kansas Gas Service – You will begin receiving one group bill for all your electric meters. Kansas Gas Service will provide you a bill for all your gas meters.

Pay Agreements and Special Payment Programs

AUTOMATIC BILL PAYMENT PLAN (ABPP – BANK DRAFT)

Will I need to sign another form or re-apply?

No. Westar Energy will continue its bank draft for your electric service, and the bank draft information will transfer to KGS.

How will the separation work in terms of ABPP (bank draft)?

Customers of Westar Energy and Kansas Gas Service (before Sept. 6) – Any combination balance prior to the separation will be drafted from the customer's bank for the full electric and gas amount. The gas portion of the payment will be sent to Kansas Gas Service.

Westar Energy customers – No change.

Kansas Gas Service customers – If you are set up on Automatic Bill Payment Plan for gas and your payment was being deducted from your bank account on a date other than the due date of your bill. The draft date for your gas payment will change to the due date that appears on the bill. The recipient of the payment will appear as Kansas Gas Service/Bank of Oklahoma on your bank statement.

AVERAGE PAYMENT PLAN

Will I need to sign up again?

No.

How will the average payment plan change?

Customers of Westar Energy and Kansas Gas Service – Electric accounts will not change. The bill amount may be lower because the gas balance will transfer to Kansas Gas

Service. The transfer will include any amounts in your gas average settlement balance. Kansas Gas Service will have a similar program. You will need to contact Kansas Gas Service at (800)794-4780 for more information.

Kansas Gas Service customers – Kansas Gas Service will have a similar program. You will need to contact Kansas Gas Service at (800)794-4780 for more information.

PAY AGREEMENTS

Will my pay agreement continue for electric and natural gas?

Customers of Westar Energy and Kansas Gas Service – Your electric pay agreement will continue.

Fixed Plus Current (FC) agreements will continue for the same time period, but the amount will now only reflect the electric balance.

Kansas Gas Service will transfer the gas balance owed for Fixed Plus Current and Fixed Plus Level pay agreements. The agreements will continue for the same time period, but the amount will now only reflect the gas balance.

ENERGY ASSISTANCE PROMISE OR PAYMENT

How is my energy assistance promise/payment received before Sept. 6 distributed?

Customers of Westar Energy and Kansas Gas Service – If you have a promise to pay from an agency, it will apply to the total balance on your account. If you have a promise to pay that has been directed to only electric or only gas, it will stay with that service.

Project DESERVE

How will my monthly contribution to Project DESERVE be affected?

Customers of Westar Energy and Kansas Gas Service – Your monthly contribution to Project DESERVE will remain the same and will appear on the billing statement for your electric service.

Kansas Gas Service customers – Kansas Gas Service will be sending you information regarding a Gift of Warmth program.

Collection Agency

Why did I receive another letter from a collection company?

Customers of Westar Energy and Kansas Gas Service – Since the past-due gas balance has been removed from the Westar Energy system, this account was adjusted to reflect only the electric debt and was turned back to collection agency. The collection agency is required to notify you of this electric-only debt. The gas debt was recorded on the Kansas Gas Service system and will be turned over to Berlin Wheeler Collection Agency, which is required to notify you of the gas debt.

Meter Reading

Will Westar Energy and Kansas Gas Service continue with joint meter reading?

Yes. One person will read both your electric and gas meters.

Can I still enter my meter reads over the phone (after Sept. 6)?

Customers of Westar Energy and Kansas Gas Service – You will need to enter the read for each meter to the respective company.

Westar Energy customers – You may call our new toll free number 1-800-383-1183 (local Wichita number 383-8600) and enter your electric meter read information as before.

Kansas Gas Service customers – You will need to contact Kansas Gas Service (800)794-4780 for more information on entering meter reads.

Can I still enter my meter reads online (after Sept. 6)?

Customers of Westar Energy and Kansas Gas Service – You will need to enter the read for each meter to the respective company.

Westar Energy customers – You may enter your electric meter read information online as before.

Kansas Gas Service customers – You will need to contact Kansas Gas Service (800)794-4780 for more information on entering meter reads.