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APS Ranks Second Among 100 Utility Web Sites in the United States and Canada

Making it easy for its customers to learn how to manage their electric bills and save energy were key reasons why APS' Web site has been ranked second out of 100 utility Web sites throughout the United States and Canada, according to a survey conducted by E Source Customer Satisfaction

Services. Phoenix-based APS' Web site stood out for its ease of navigation, and for making it simple for customers to learn about and use its services. APS, Arizona's largest and oldest electricity utility, serves about 1.1 million customers in 11 of the state's 15 counties.

E Source considered the Web sites of the largest electric and gas companies in the United States and Canada, as well as a representative set of smaller and mid-sized utilities, to make its determination as to who has the best Web site. Then, between December 2008 and May 2009, E Source had a team of residential customers review and rank all the Web sites. According to E Source, its survey is the largest, most detailed benchmark of electric and gas Web sites. One energy-saving feature in particular that stood out for the reviewers was APS' "Phantom Energy" area (www.aps.com/phantom), which takes consumers on a tour of a typical home to show them just how much electricity common appliances consume even when they are turned are "off."