

4.4 MILLION X SMARTER

We are indeed getting smarter by the day. More than a year into the Smart Meter deployment for our 4.4 million Southern Company customers, and with plans to complete the majority of the deployment by 2012, we're already realizing some of the benefits of this new technology. Christie Miree (right) leads a team of employees who are implementing the new infrastructure technology and researching its future benefits and uses. Now that's Smart Technology.



At Your Service. Call centers around the Southern Company system play an important role in customer relations, and our call center employees are considered the front line in customer service. They strive to take our customer satisfaction to even greater heights. Customer service consultant Erica Miller is one of our many consultants who communicate with our customers to ensure their needs are met efficiently and accurately and with the highest quality of customer service.

Through Smart Meter technology, we are able to read our customers' meters and generate bills without visiting the property, as well as remotely check to ensure the meter is working properly. There are also environmental benefits. Since in-person meter readings are not required, we're reducing the number of vehicles on the road.

In the future, our customers will be able to access their energy-usage information online, which will help them understand and monitor their own usage. This will give them the ability to adjust their usage patterns based on real-time pricing.

We will be able to offer innovative rate options so that customers can choose a plan that suits their lifestyles. Additional features will be made available as this technology advances, and we will continue to search for ways to give our customers what they need to make better energy decisions.

At Southern Company, we know that keeping customers satisfied is the key to our success. In our four-state service territory, we continue to provide customers with the best reliability and customer service in the industry, at prices below the national average.

We're pleased that for the past nine consecutive years, Southern Company has been listed as the top-ranking U.S. electric service provider in customer satisfaction by the American Customer Satisfaction Index. This recognition tells us that we're focusing on the right things.

Because it's our goal to be the best in the industry, we are always looking for ways to get better through new technologies, new processes, and new customer offerings. And we're always communicating with our customers to find out what they want and how we can improve on our industry-leading customer service.



Sharing Our Knowledge. Southern Company provides technology application centers for its commercial and industrial customers to help educate them on ways to improve efficiency, increase productivity, and address environmental concerns. Our experts demonstrate technologies and assist customers with problem solving and evaluating technologies that make sense for their business, both technically and economically. Engineer and marketing representative Wayne Pettyjohn demonstrates how electric infrared technology can be used to warm hard-to-heat areas. Infrared heat is energy-efficient and environmentally friendly.