

DIRECT TESTIMONY OF
CHARLES D. VIA
ON BEHALF OF
INDIANA MICHIGAN POWER COMPANY
IN MPSC CASE NO. U-12652

1 Q. Please state your name and business address.

2 A. My name is Charles D. Via. My business address is 700 Morrison Road, Ohio,
3 43230.

4 Q. Please indicate by whom you are employed and in what capacity.

5 A. I am the Manager of Customer Operations Support for American Electric Power
6 Service Corporation (AEPSC), a wholly owned subsidiary of American Electric
7 Power, Inc. (AEP) the parent of Indiana Michigan Power Company (I&M). In my
8 present position I report to the Senior Vice President – Customer Operations.

9 Q. Please briefly describe your educational background and business experience.

10 A. I earned a Bachelor of Science degree from East Tennessee State University in
11 1971 and my MBA from The Ohio State University in 1987. I was employed by
12 Appalachian Power Company, a subsidiary of American Electric Power, Inc., in
13 1971 as a customer accounting representative. I transferred to the Customer
14 Accounting Audit Section of the Internal Auditing Department of American
15 Electric Power Service Corporation in 1977. Here, I held several positions
16 including Supervisor of this section. In 1987, I became the Director of Customer
17 Services in the Marketing and Customer Services Department. In 1996, I was
18 named of Manager of Customer Services Systems in the Marketing and Consumer
19 Services Department. I assumed my current position in the Customer Operations
20 Division in 2000. As Manager of Customer Operations Support, my

1 responsibilities include directing the following: a section developing and
2 implementing customer choice in Customer Operations; a budgeting section,
3 which supports the budgeting, and planning processes for Customer Operations; a
4 data warehouse development and maintenance section; and a section which
5 provides support to all of the Customer Operations departments.

6 Q. What is the purpose of your testimony in this proceeding?

7 A. The purpose of my testimony is to support the Customer Support Plan for the
8 implementation of Customer Choice as specifically presented in Section C.3.,
9 Customer Support of AEP's Restructuring Implementation Plan filed with the
10 MPSC on October 2, 2000.

11 Q. Are you sponsoring any exhibits?

12 A. No.

13 Q. Was the Customer Support Plan prepared by you or under your supervision?

14 A. Yes.

15 Q. Please describe the role of Customer Operations in supporting Customer Choice.

16 A. The Customer Operations Division has functional responsibility for customer call
17 centers, meter reading, billing, collections, and customer systems. As these relate
18 to customer choice, the division is responsible for primary customer interface,
19 responding to customer inquiries and requests for information; compiling
20 consumption data to be sent to suppliers; billing for the distribution charges and
21 possibly suppliers' energy charges; and revenue collections and disbursement to
22 suppliers.

23 Q. Please describe the Customer Support Plan.

- 1 A. Our October 2, 2000 Restructuring Implementation Plan identifies a number of
2 key tasks for the Customer Solutions Centers, Customer Billing and Collections,
3 Enrollment, and Orders. This plan is based upon similar plans for Customer
4 Choice development and implementation for the states of Virginia and Ohio.
5 The Customer Support Plan provides for the identification, analysis, design, and
6 implementation of a customer support network that will provide answers to
7 customers' questions and inquiries about Customer Choice. The areas of primary
8 focus include enrollment, billing, collection, outage and trouble calls, and general
9 inquiries.
- 10 The plan includes the review and modification of current practices, policies, and
11 procedures, if required. It also encompasses the identification, development and
12 implementation of new processes, procedures, activities, staffing and training
13 needs, and systems and infrastructure requirements that are necessary to support
14 Customer Choice.
- 15 Q. Are there any updates or modifications to sections of the October 2, 2000
16 Restructuring Implementation Plan that you are sponsoring?
- 17 A. No.
- 18 Q. Does this conclude your direct testimony?
- 19 A. Yes.