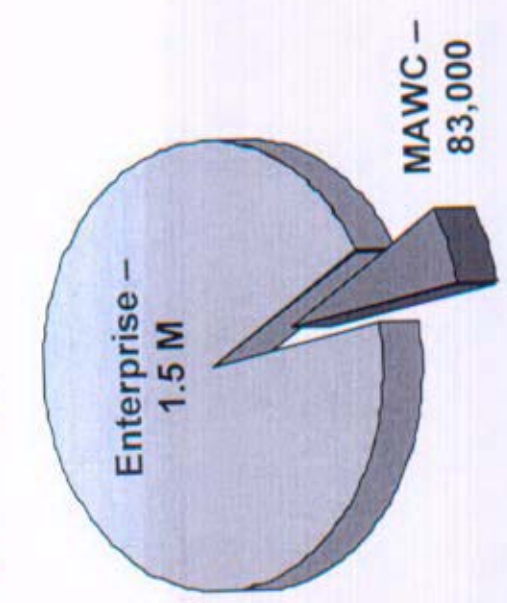


AWR-related Call Volume for Missouri-American Water

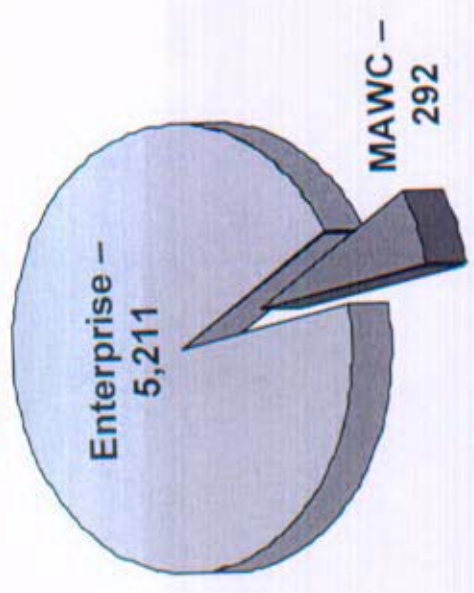
The Alton Center should not experience significant AWR-related call volume from MAWC customers. AWR provides a separate 800 number for WLPP, which was advertised in the mailing to MAWC eligible customers.

WLPP Eligible Customers



- > 1.5 M eligible customers across enterprise (6 states)
- > 83,000 eligible customers in MAWC territory (5.56% of enterprise)

Expected AWR Calls through Non-AWR 800 Number



- > 43,401 calls expected to AWR switch for enterprise (39,127 YTD)
- > 39,932 calls expected to AWR skill for enterprise (36,000 YTD)
- > Assuming an IVR take rate of 20% for calls to switch, then 34,721 calls are expected to make it from switch to skill
- > Therefore, 5,211 AWR calls come in through another route (non-AWR 800 number). Based on customer count, MAWC's portion is 292 calls

FILED
 JAN 8 2004
 Missouri Public
 Service Commission