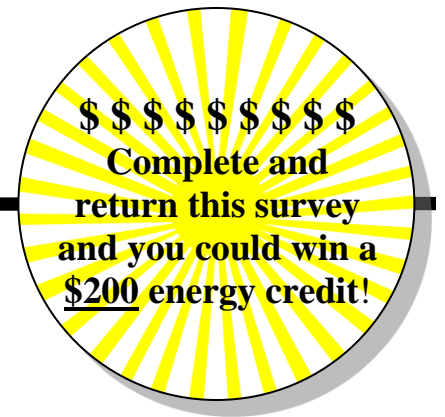


Member Survey 2017



Shelby Energy Cooperative

A Touchstone Energy Cooperative 



Please take a moment to inform us by completing and returning this survey. The information you provide will help us in planning services and programs to meet our members' needs. A drawing for three (3) \$200 electric bill credits will be held from all completed surveys. One (1) \$200 bill credit will be awarded for each of Shelby Energy's three (3) districts. In order to be eligible for the drawing, completed surveys must be received no later than **September 1, 2017**. *Entries are limited to one survey per member.*

What is your experience or knowledge regarding the following Energy Efficiency Programs that are provided to Shelby Energy members? (Using a scale of 1 to 5 where "1" means "never heard of the program" and "5" means "participating in the program".)

- | | |
|-------------------------------------|----------------------------|
| a. SimpleSaver Program | a. Details |
| b. Button-Up Weatherization Program | b. Details |
| c. Touchstone Energy Home Program | c. Details |
| d. Heat Pump Retrofit Program | d. Details |

Which of the following methods do you prefer when paying your monthly electric bill? (Using a scale of 1 to 5 where "1" means "least preferred" and "5" means "most preferred".)

- | | |
|--|----------------------------|
| a. Mail in payment | a. Details |
| b. Payment by telephone with a customer service representative | b. Details |
| c. Online payment | c. Details |
| d. Automatic bank draft payment | d. Details |
| e. In office or remote payment center | e. Details |

What type of media do you prefer Shelby Energy to use when communicating updates to members on programs, events, outages, etc.? (Using a scale of 1 to 5 where "1" means "least preferred" and "5" means "most preferred".)

- | | |
|--|----------------------------|
| a. Shelby Energy website | a. Details |
| b. Email or text | b. Details |
| c. Social media such as Facebook and Twitter | c. Details |
| d. Telephone | d. Details |

Rate the following statements concerning your electric cooperative. (Using a scale from 1 to 5 where "1" means "strongly disagree" and "5" means "strongly agree"), how would you rate Shelby Energy on the following:

- | | |
|--|----------------------------|
| a. Provides reliable service | a. Details |
| b. Responds timely to outages and service issues | b. Details |
| c. Efficiently maintains right-of-way | c. Details |
| d. Provides services with value | d. Details |

ON THE LAST FOUR QUESTIONS, PLEASE RATE ON A SCALE OF “1” THROUGH “10”. PLEASE CIRCLE YOUR CHOICE.

Please consider all your experiences to date with Shelby Energy Cooperative. Using a 10-point scale on which “1” means “very dissatisfied” and “10” means “very satisfied”, how satisfied are you with Shelby Energy Cooperative?

[Details](#)

To what extent has Shelby Energy Cooperative fallen short of your expectations or exceeded your expectations? Using a 10-point scale on which “1” means “falls short of your expectations” and “10” means “exceeds your expectations”.

[Details](#)

Imagine the ‘ideal’ utility company. How well do you think Shelby Energy Cooperative compares with that ideal utility company? Please use a 10-point scale on which “1” means “not very close to the ideal” and “10” means “very close to the ideal” utility.

[Details](#)

Assume that you could choose from among more than one utility company. Using a 10-point scale on which “1” means “very unlikely” and “10” means “very likely”, how likely is it that you would choose Shelby Energy Cooperative again?

[Details](#)

If you rated any of these last four questions with a score of “5” or lower, would you please share your concern(s) or reason(s) so that we might be better able to serve you?

Additional Comments

About You

Name (Please Print) _____

Address _____ City, State, Zip _____

Home Phone _____ Cell Phone _____

E-mail _____ Account Number _____

Thank you for taking time to complete this survey.

Only completed surveys will be eligible for the drawing for one (1) of three (3) \$200 energy credits.

Shelby Energy Cooperative employees, directors, and their immediate families are not eligible to participate in this drawing.



Shelby Energy Annual Survey Results

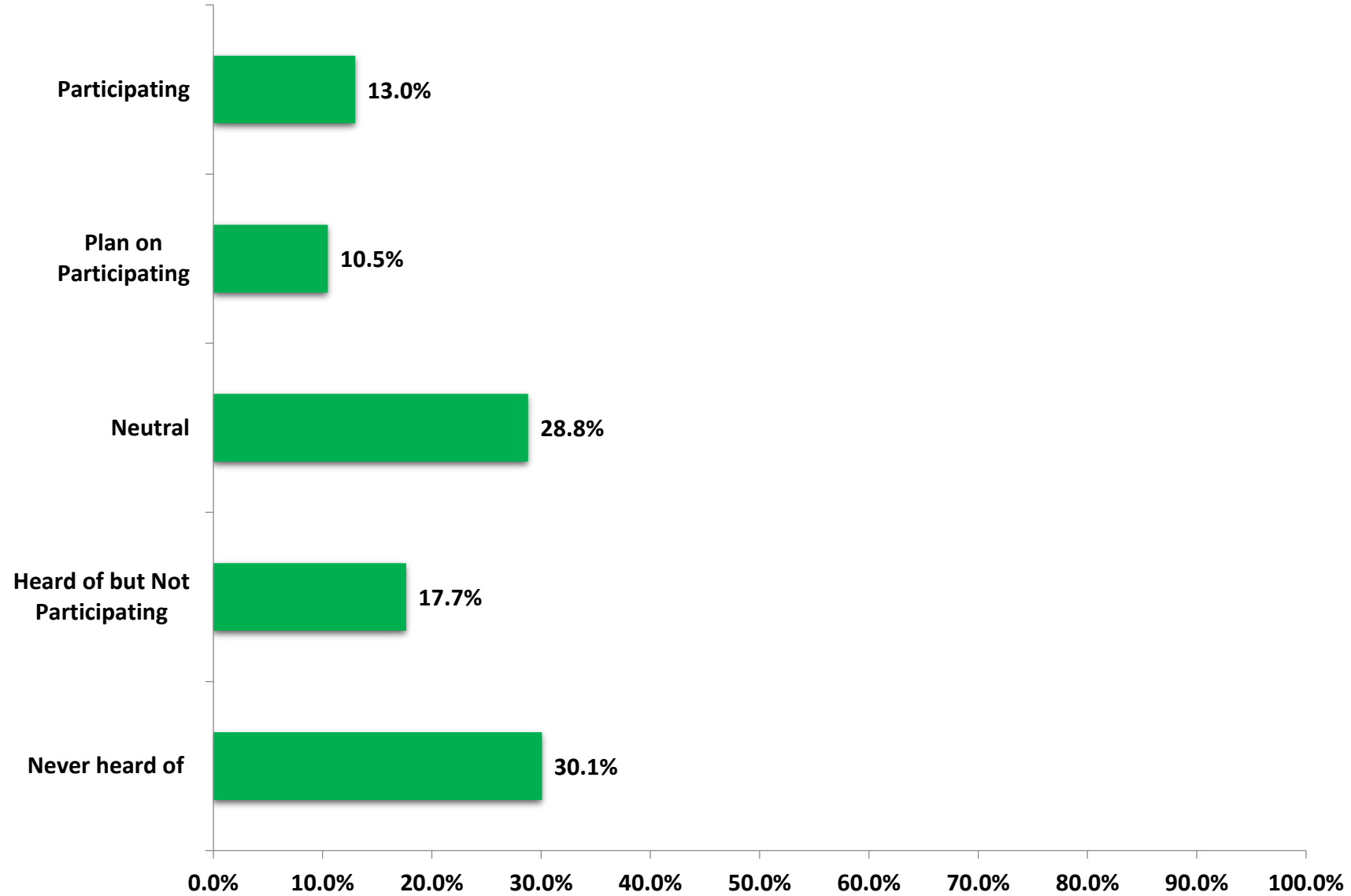
October 2017

Background

- We developed this survey to gather information from members to learn how we can better serve them and address any issues brought to our attention through the survey.
- In July 2017, 12,695 surveys were sent to members with their monthly bills.
- Response Rate = 9.55% (1,212 returned surveys).
- This data was then used to gather member satisfaction ratings to be used in the American Consumer Satisfaction Index (ACSI).

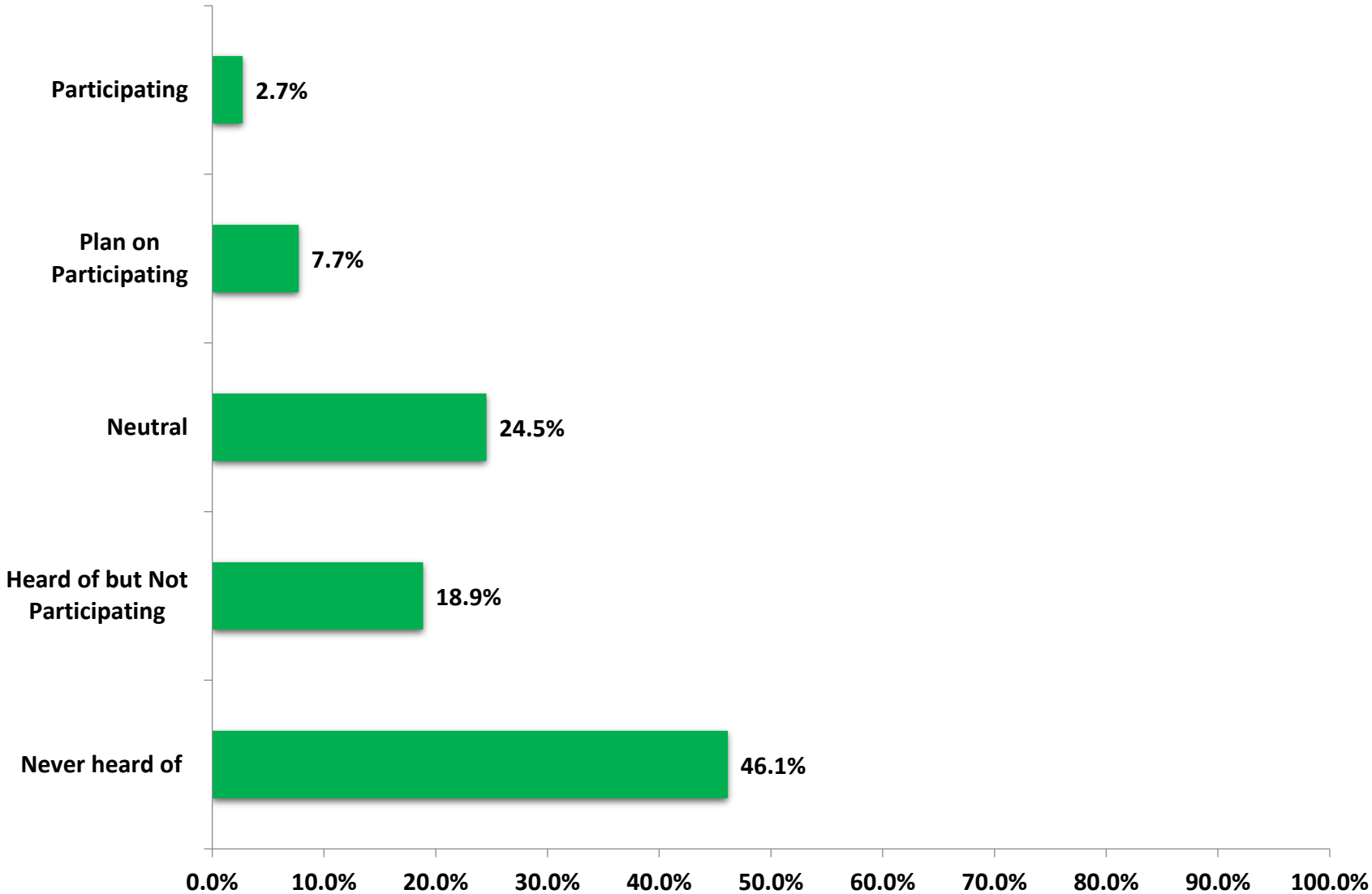
Member SimpleSaver Program Knowledge

[Return to survey](#)



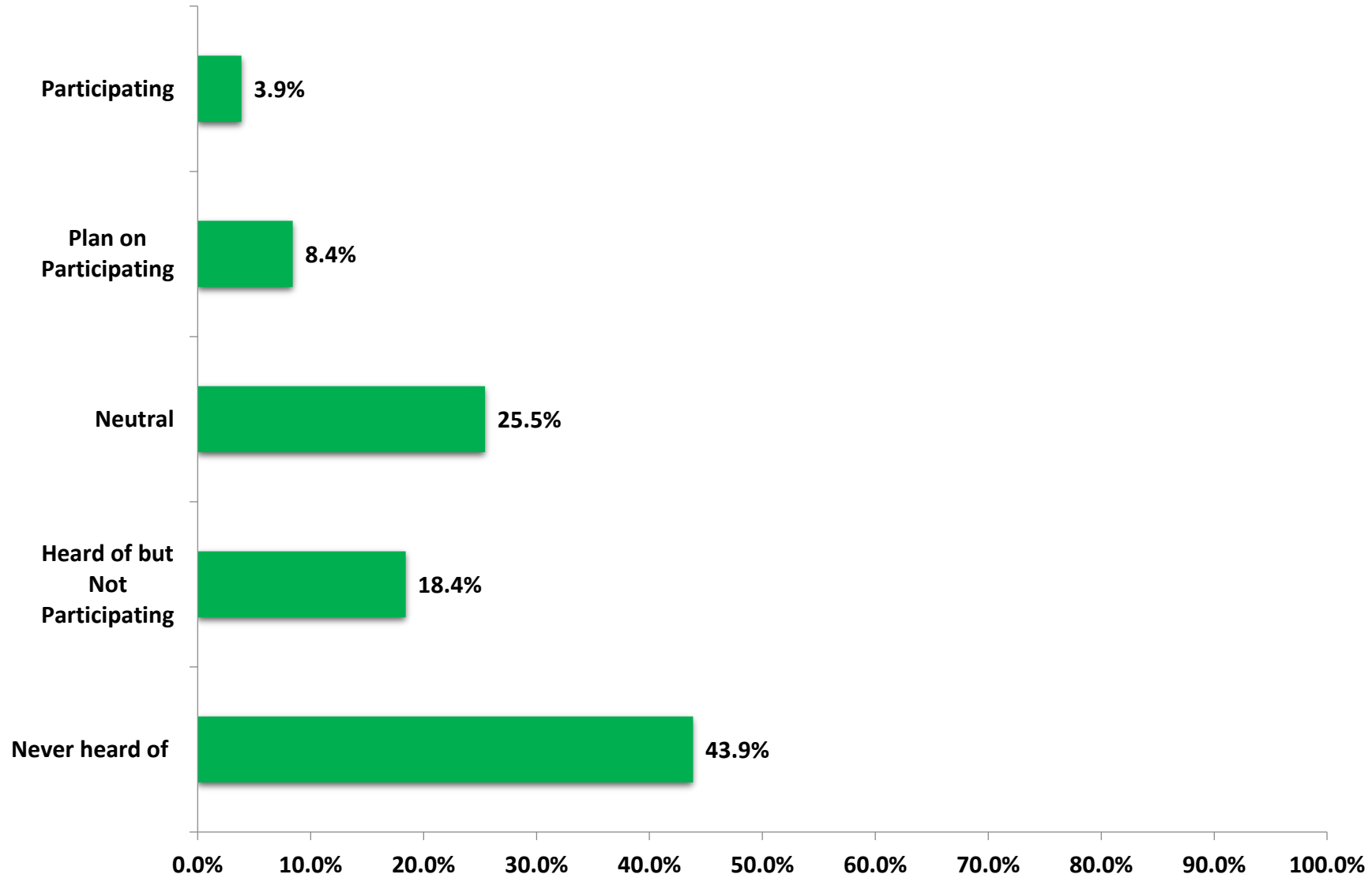
Member Button-Up Program Knowledge

[Return to survey](#)



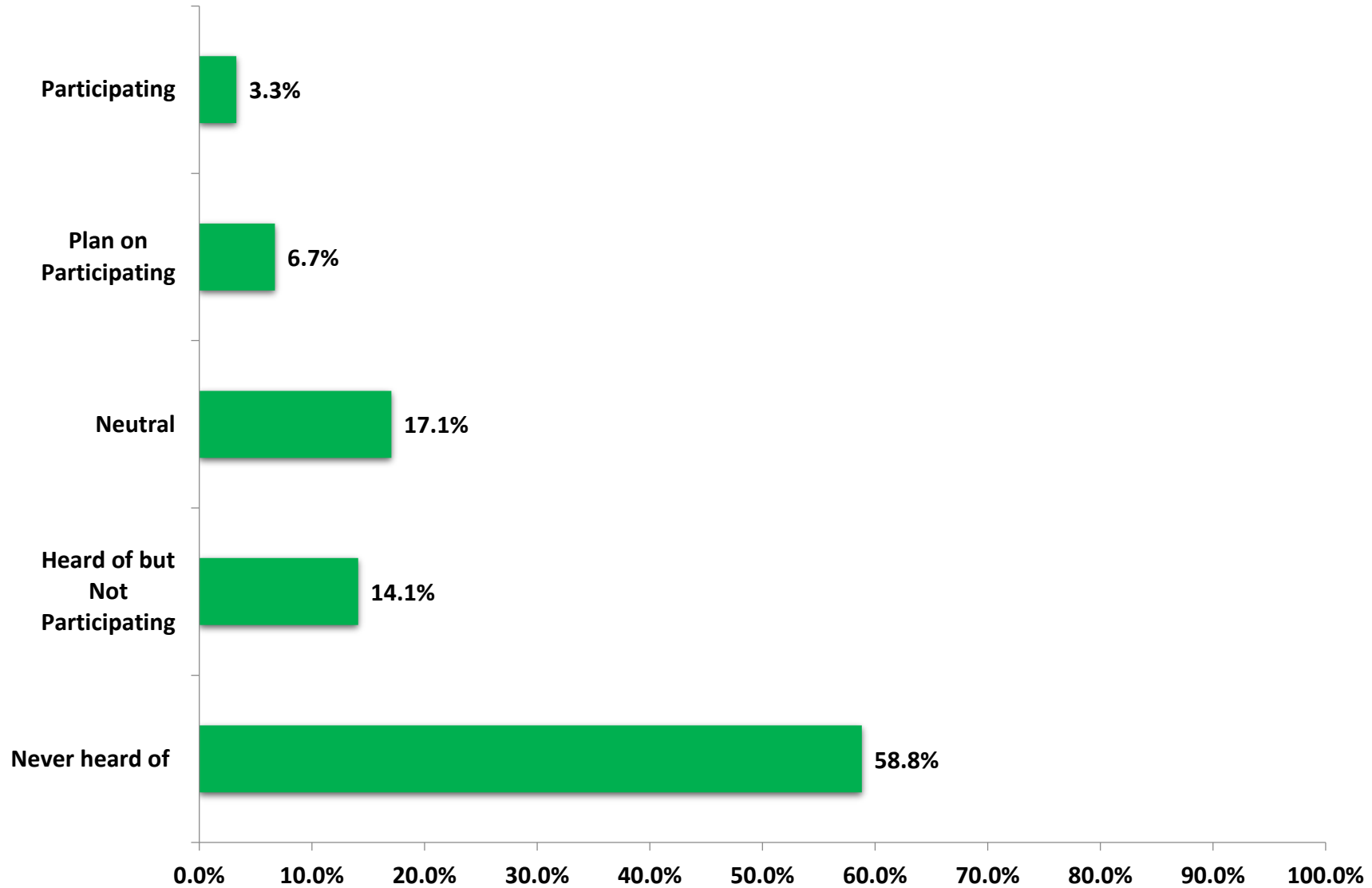
Member TSE Home Program Knowledge

[Return to survey](#)



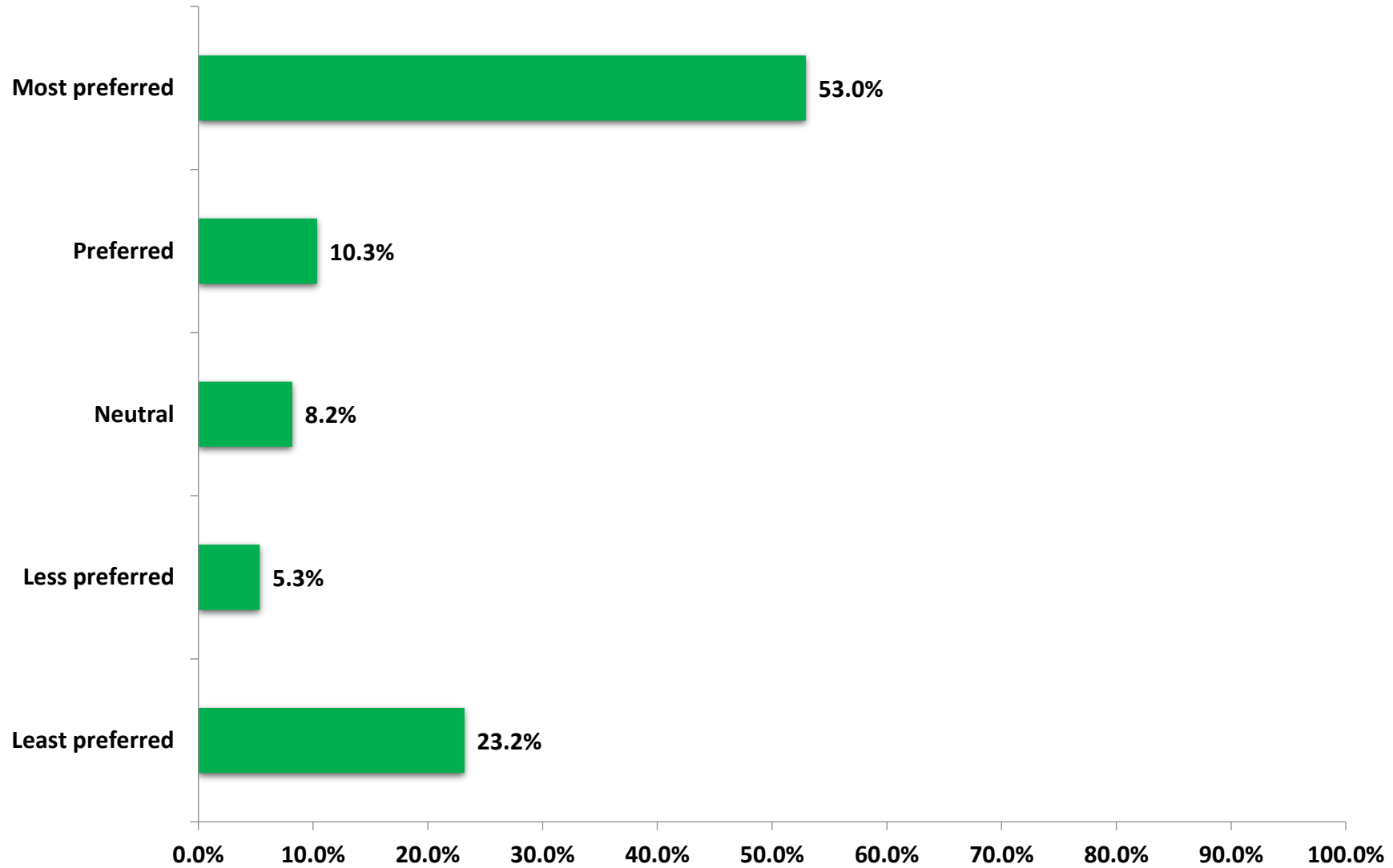
Member HeatPump Retrofit Program Knowledge

[Return to survey](#)



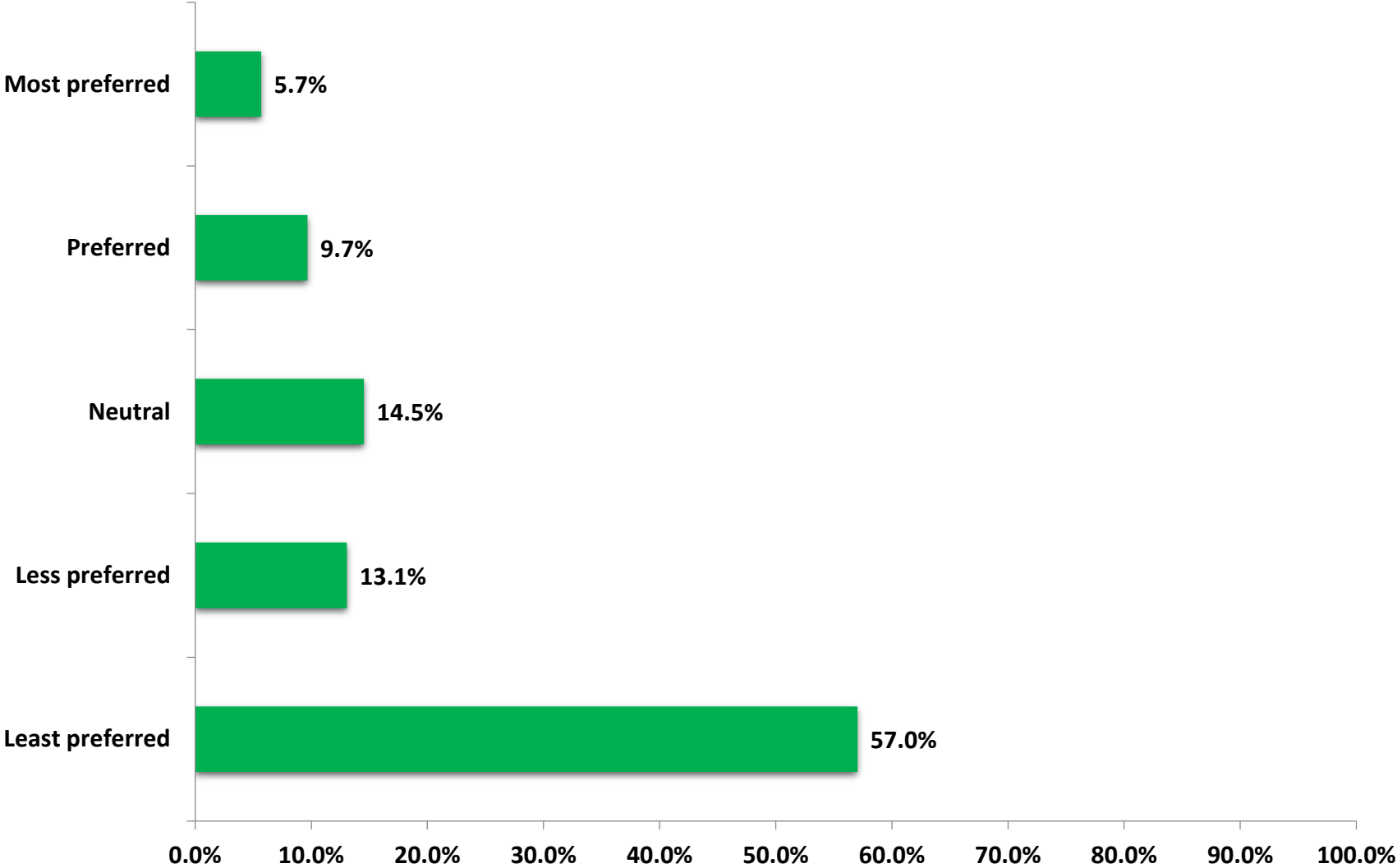
Mail In Payment

[Return to survey](#)



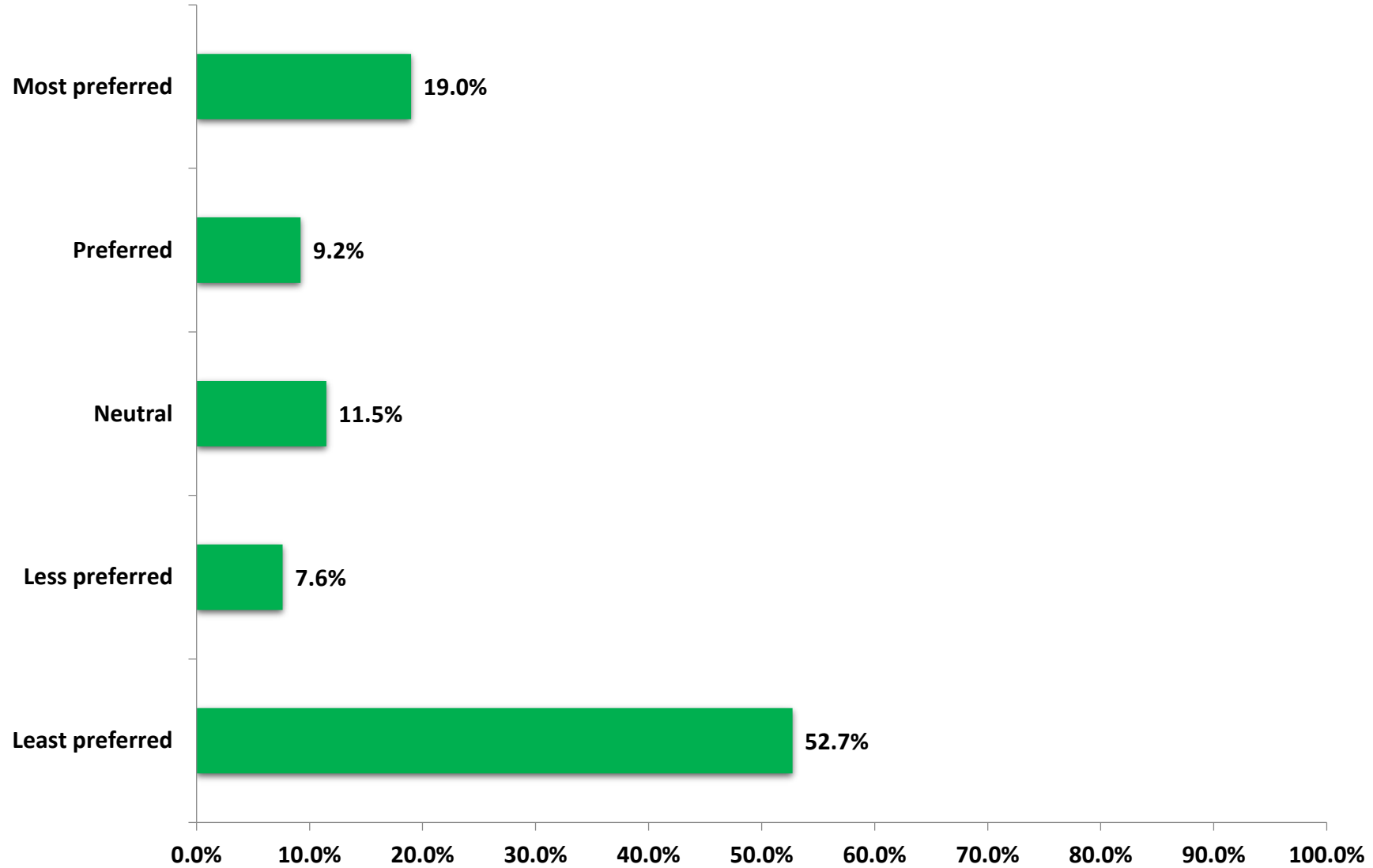
Payment Made Over Telephone with CSR

[Return to survey](#)



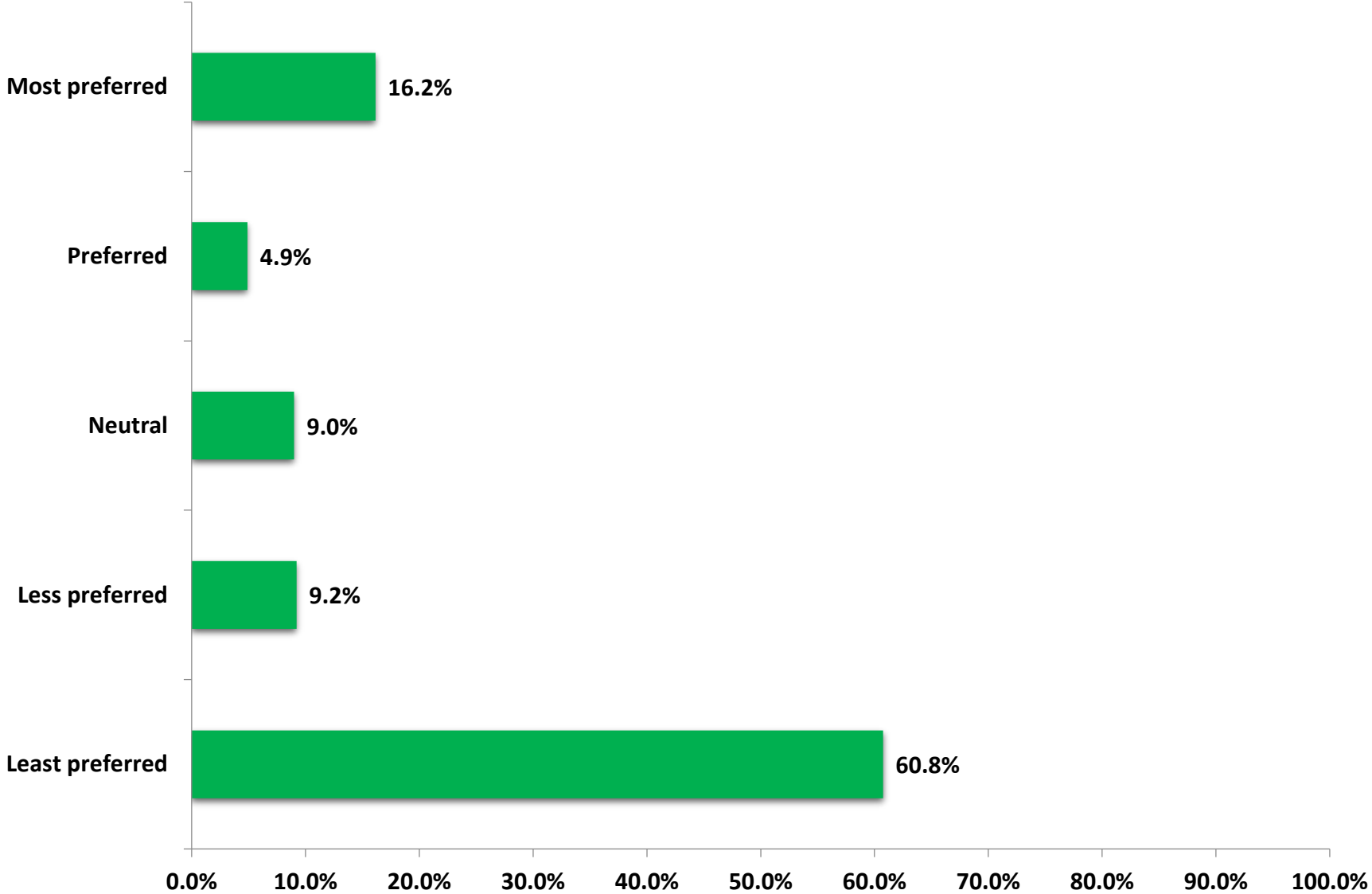
Payment made on Shelby Energy website

[Return to survey](#)



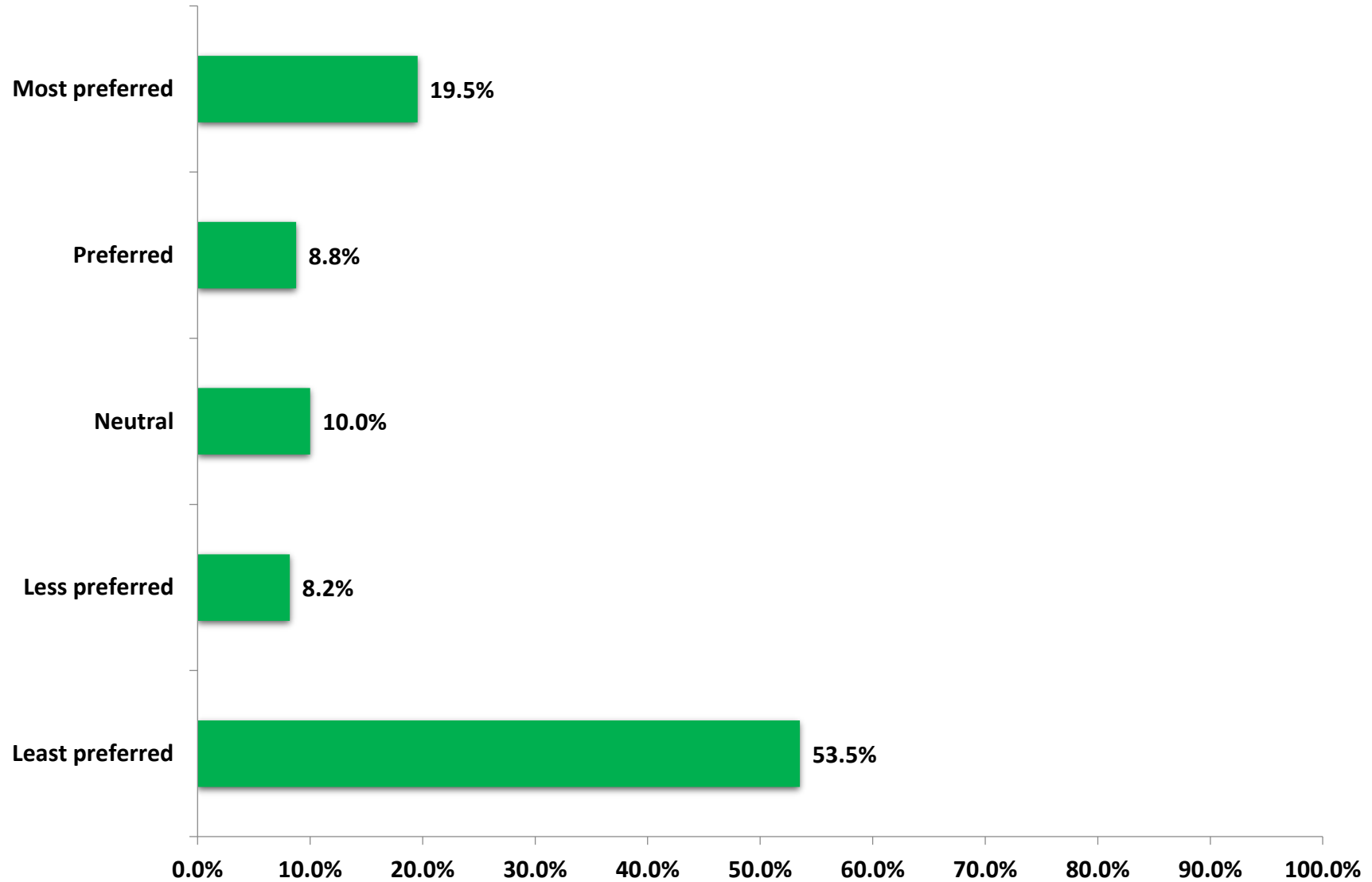
Bank Draft Payment

[Return to survey](#)



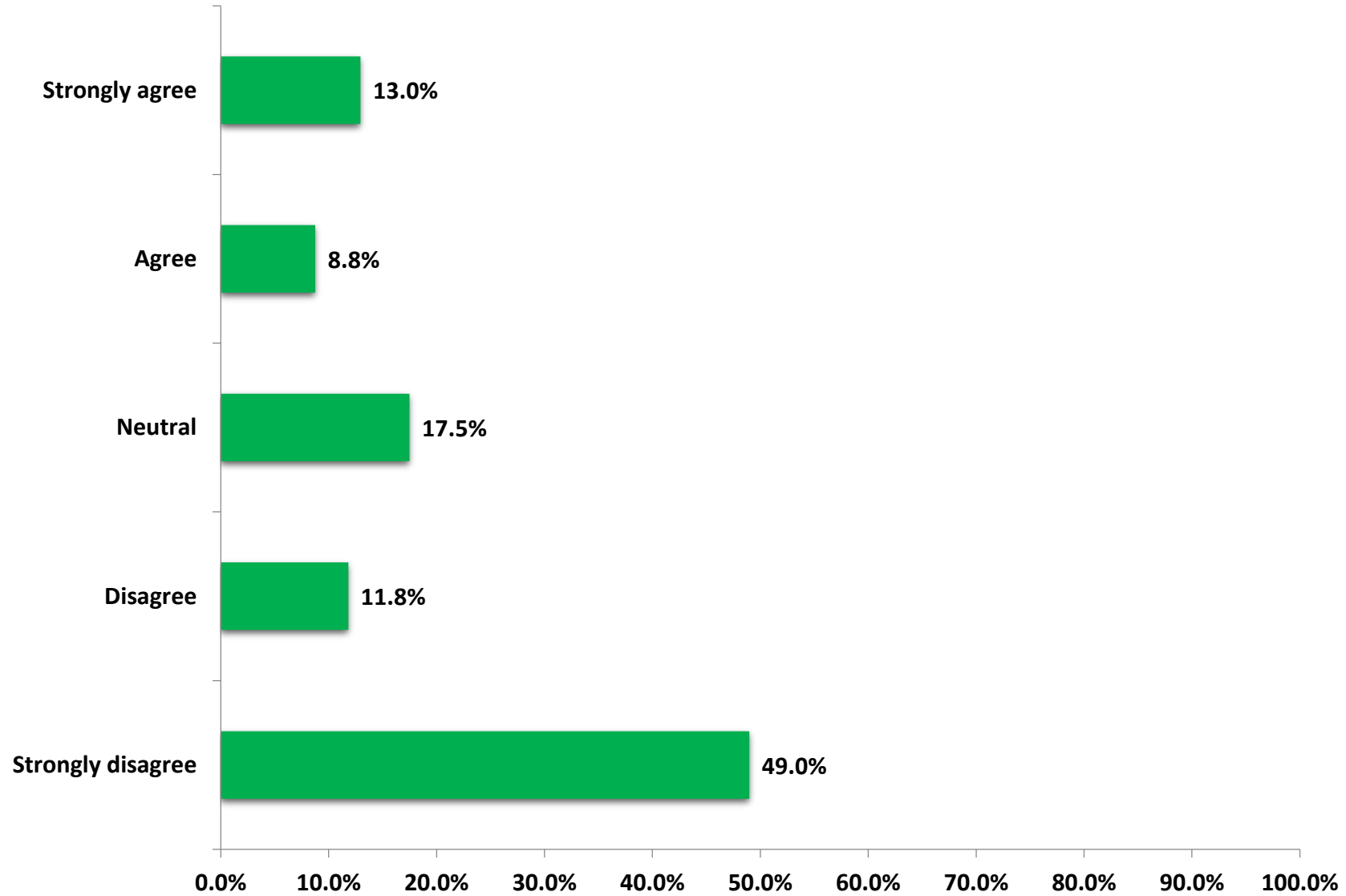
Payment in Office or Remote Payment Center

[Return to survey](#)



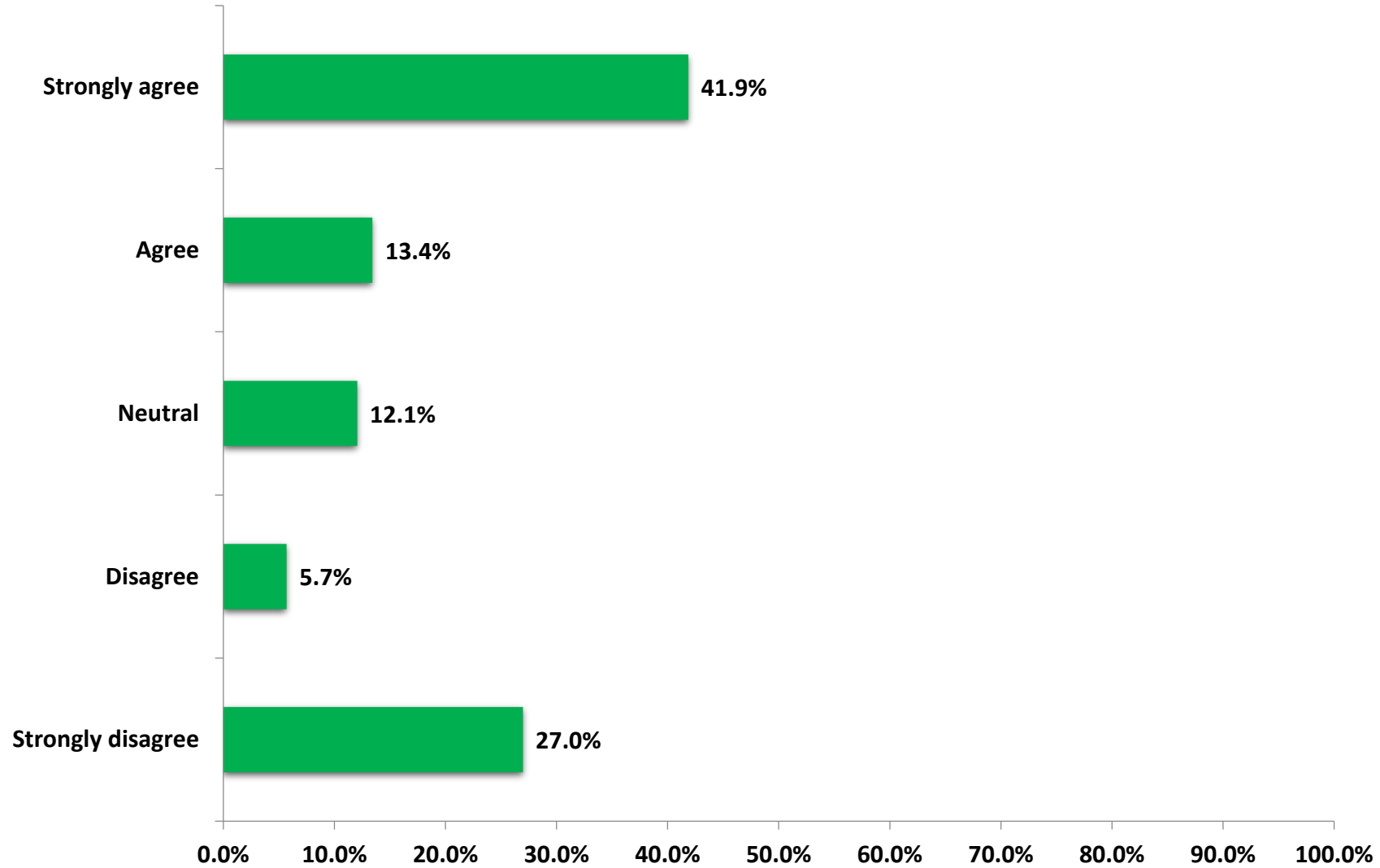
Receive Information by Shelby Energy Website

[Return to survey](#)



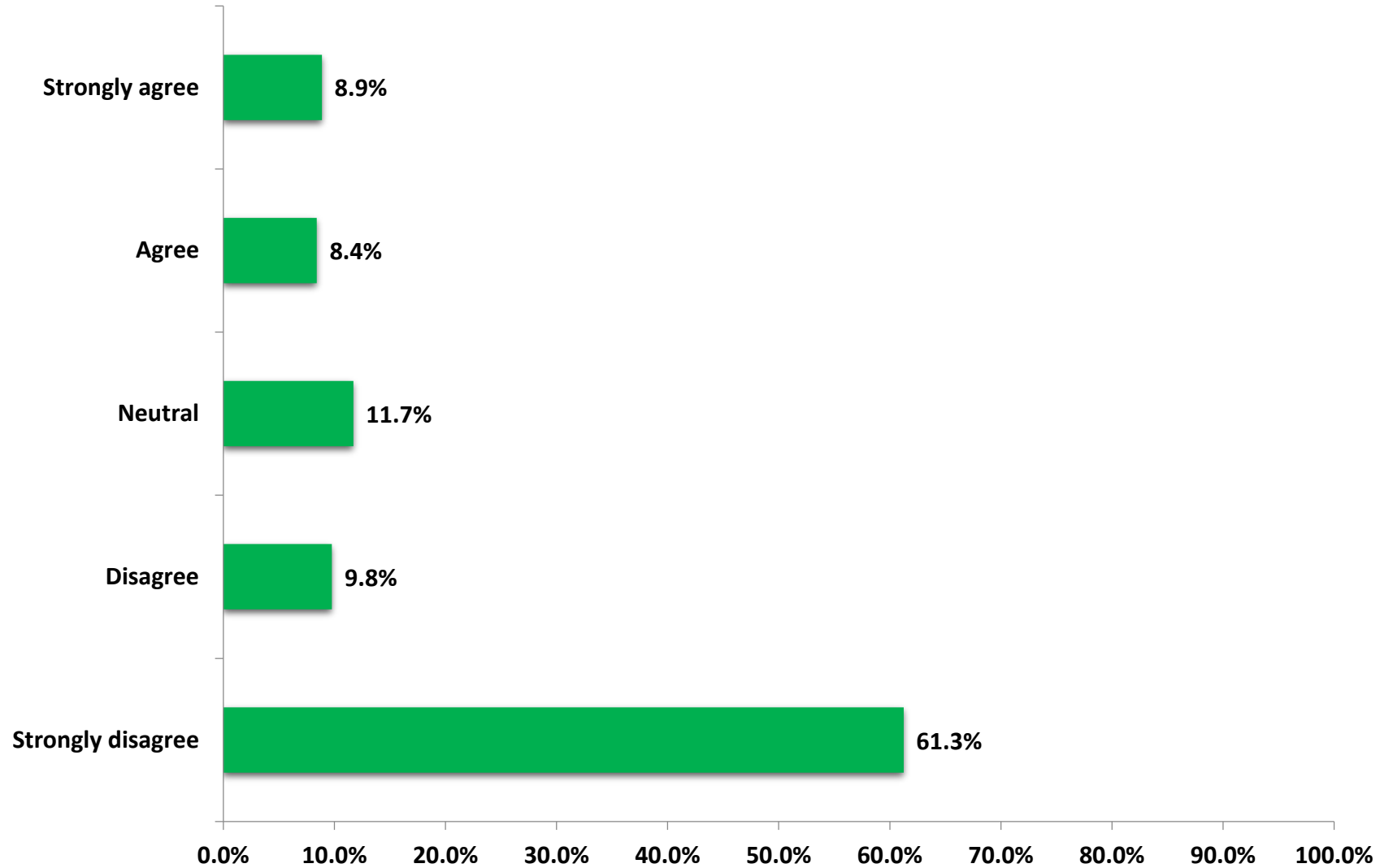
Receive Information by Email or Text Message

[Return to survey](#)



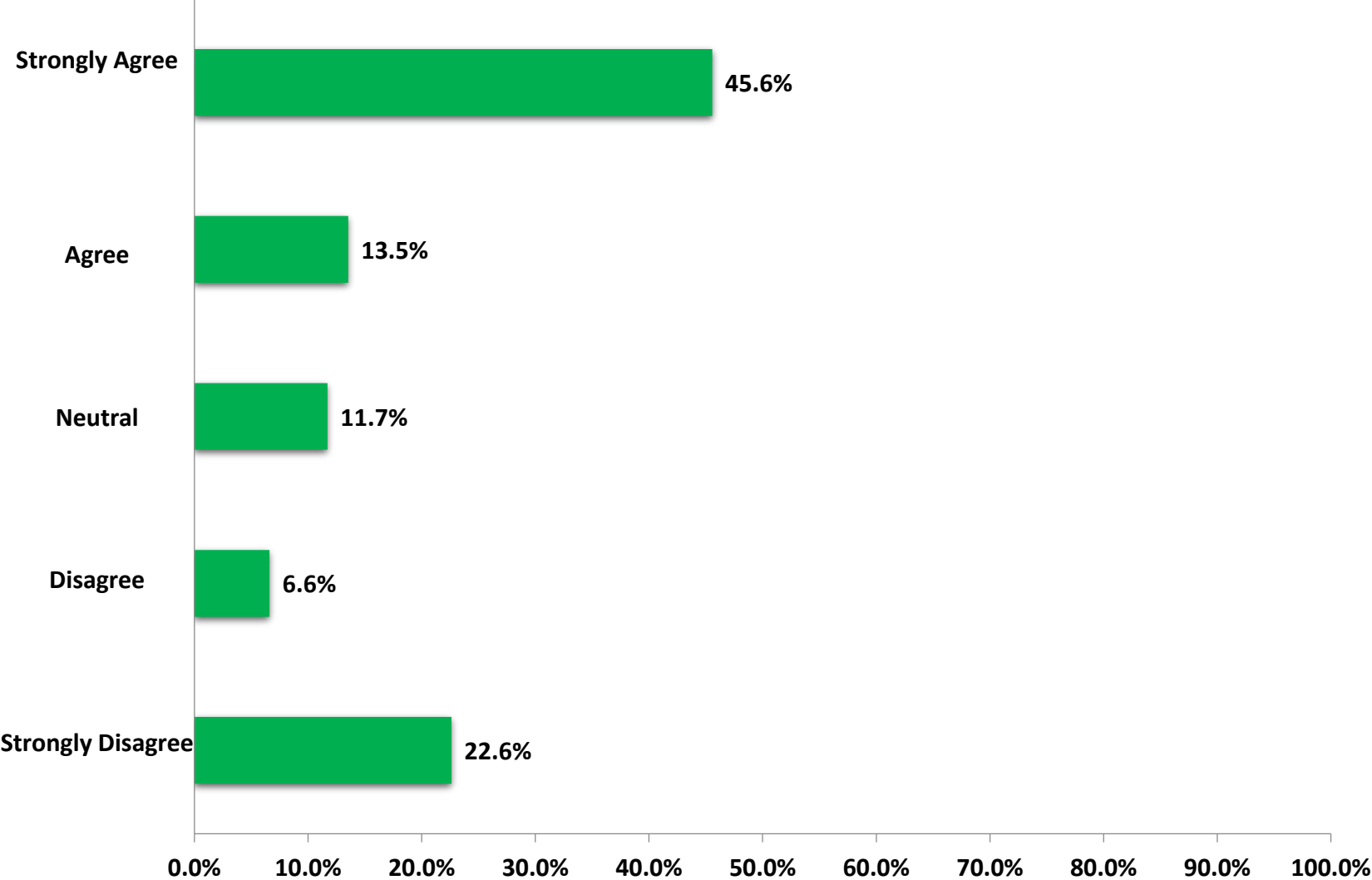
Receive Information by Social Media

[Return to survey](#)



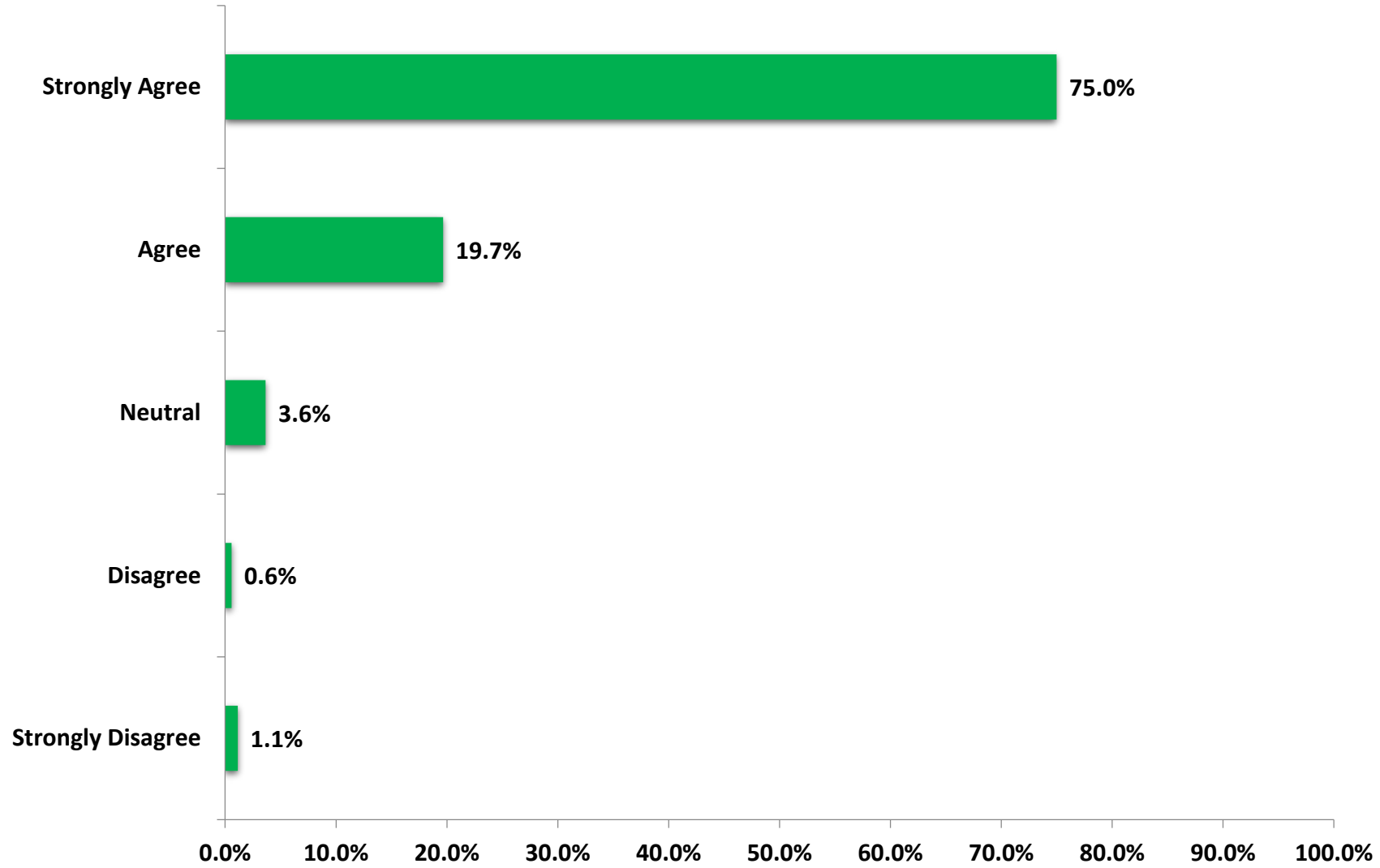
Receive Information by Telephone

[Return to survey](#)



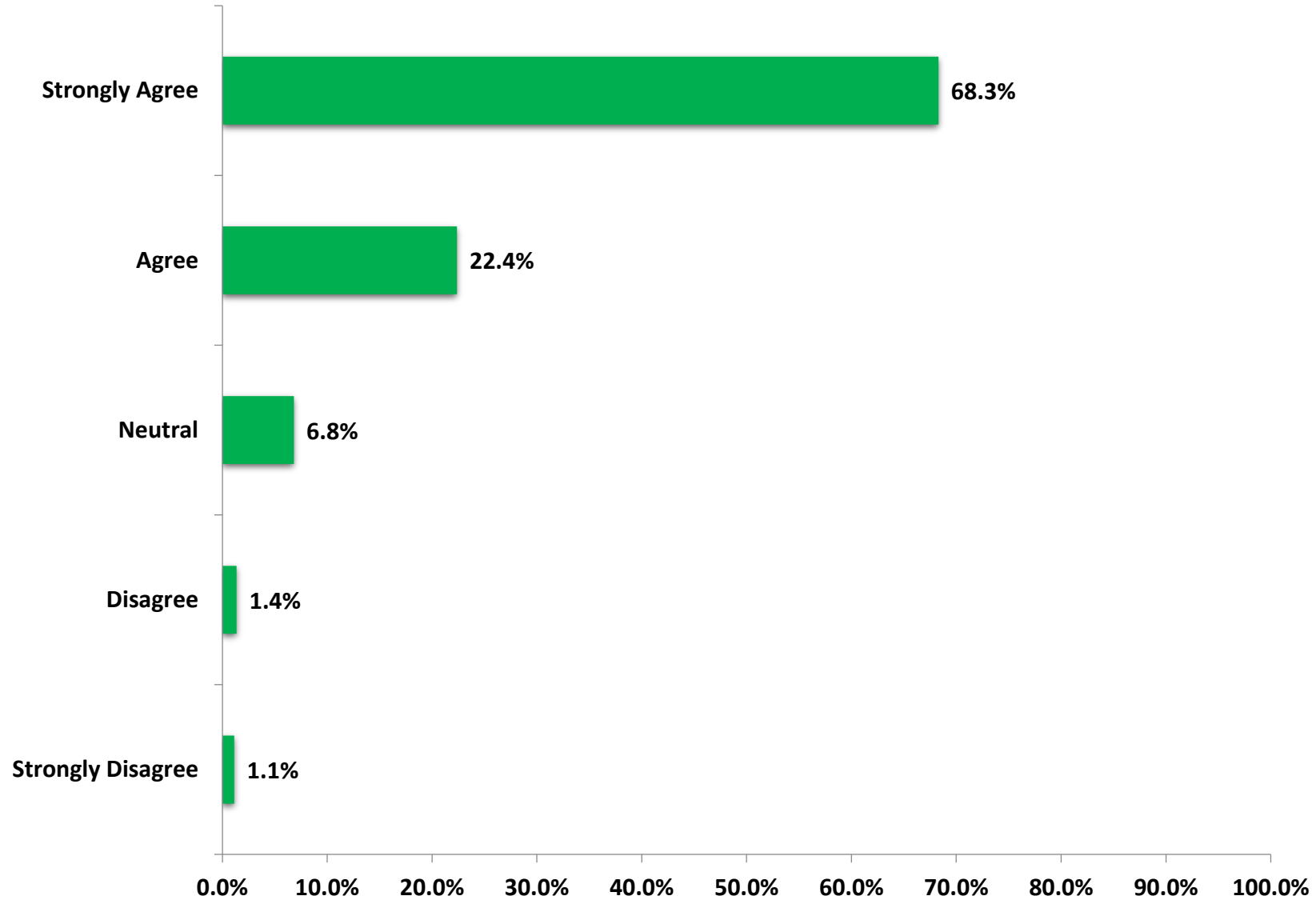
Provides Reliable Service

[Return to survey](#)



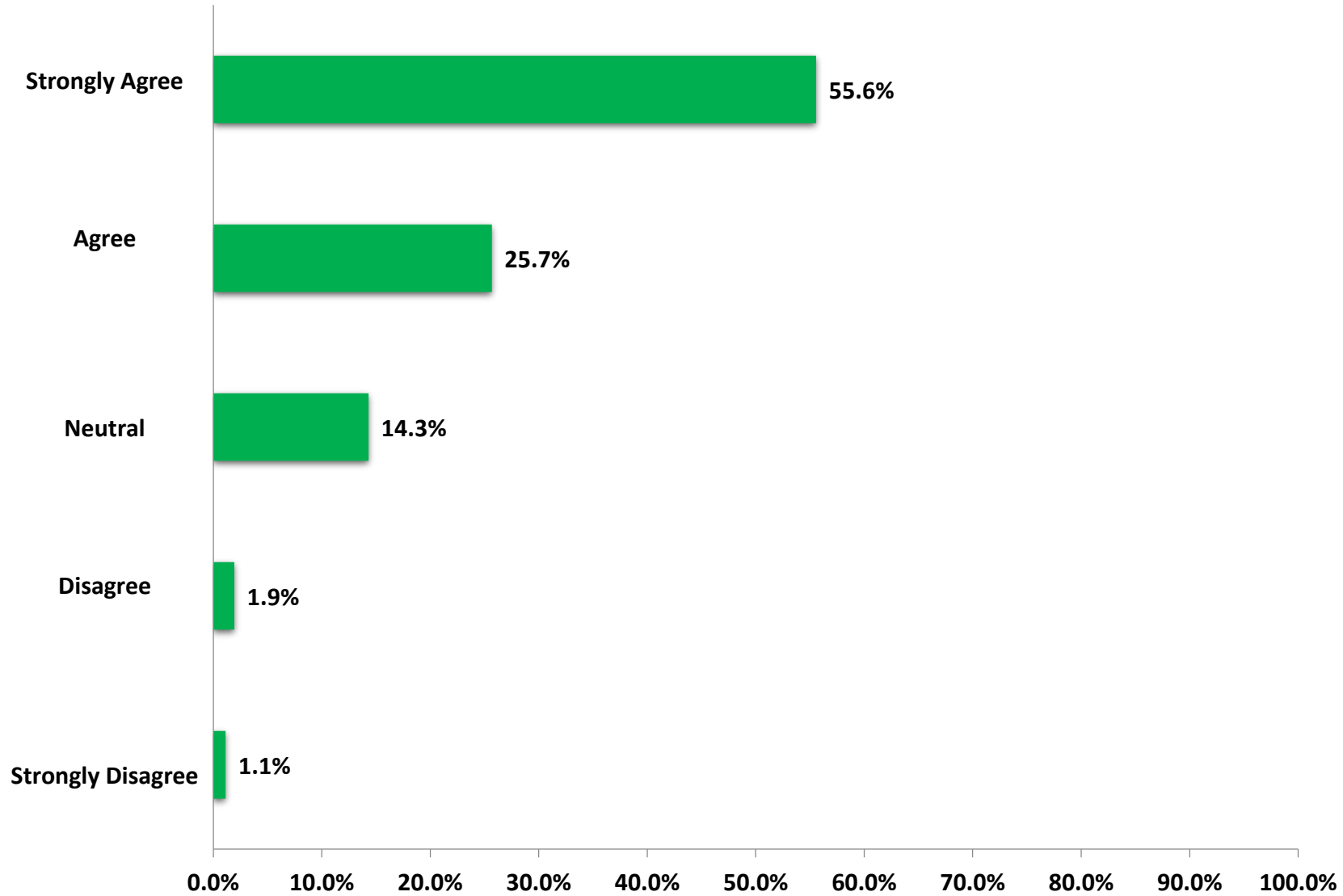
Responds Timely to Outages and Service Issues

[Return to survey](#)



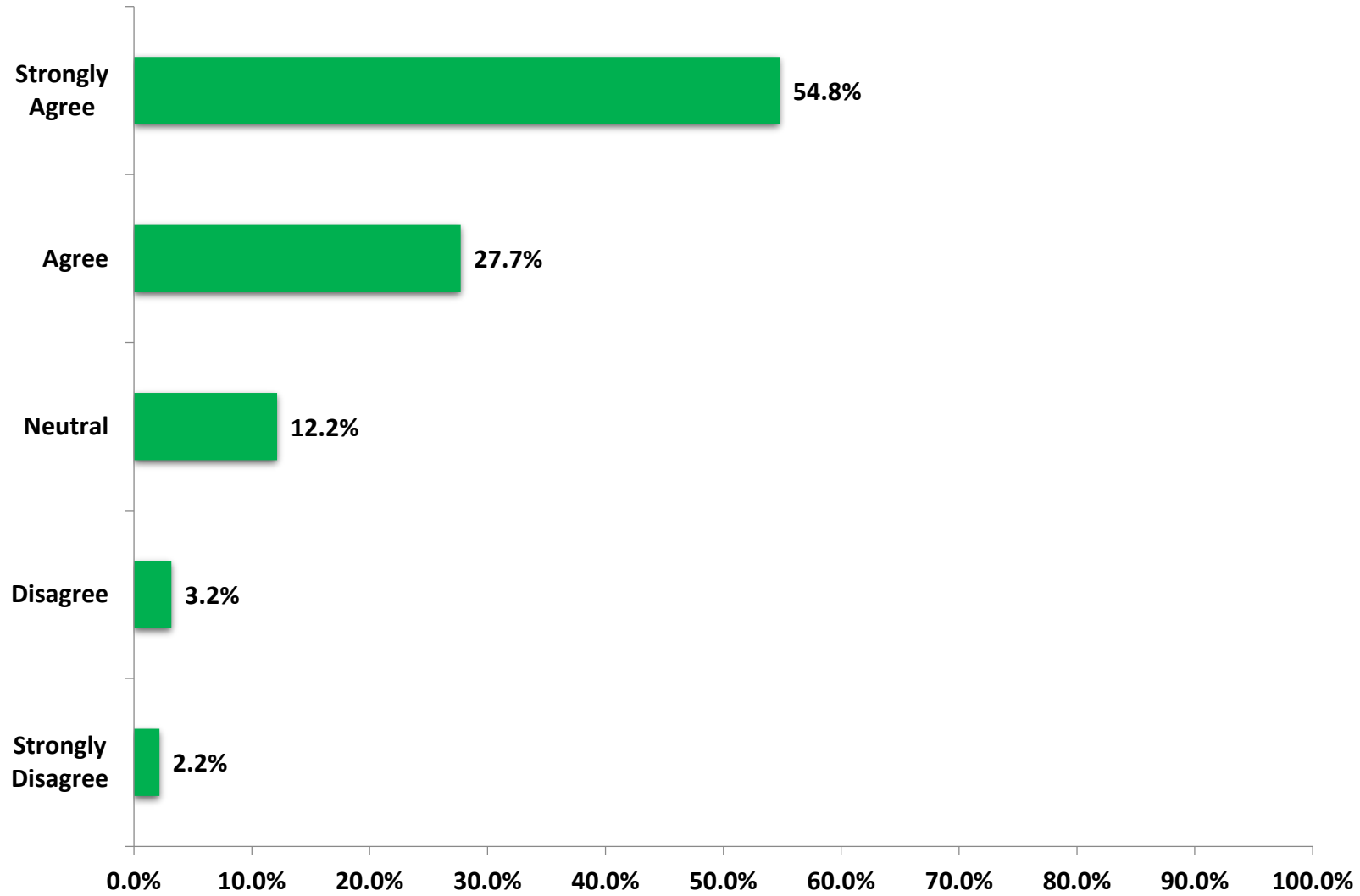
Maintains Right-of-Way

[Return to survey](#)



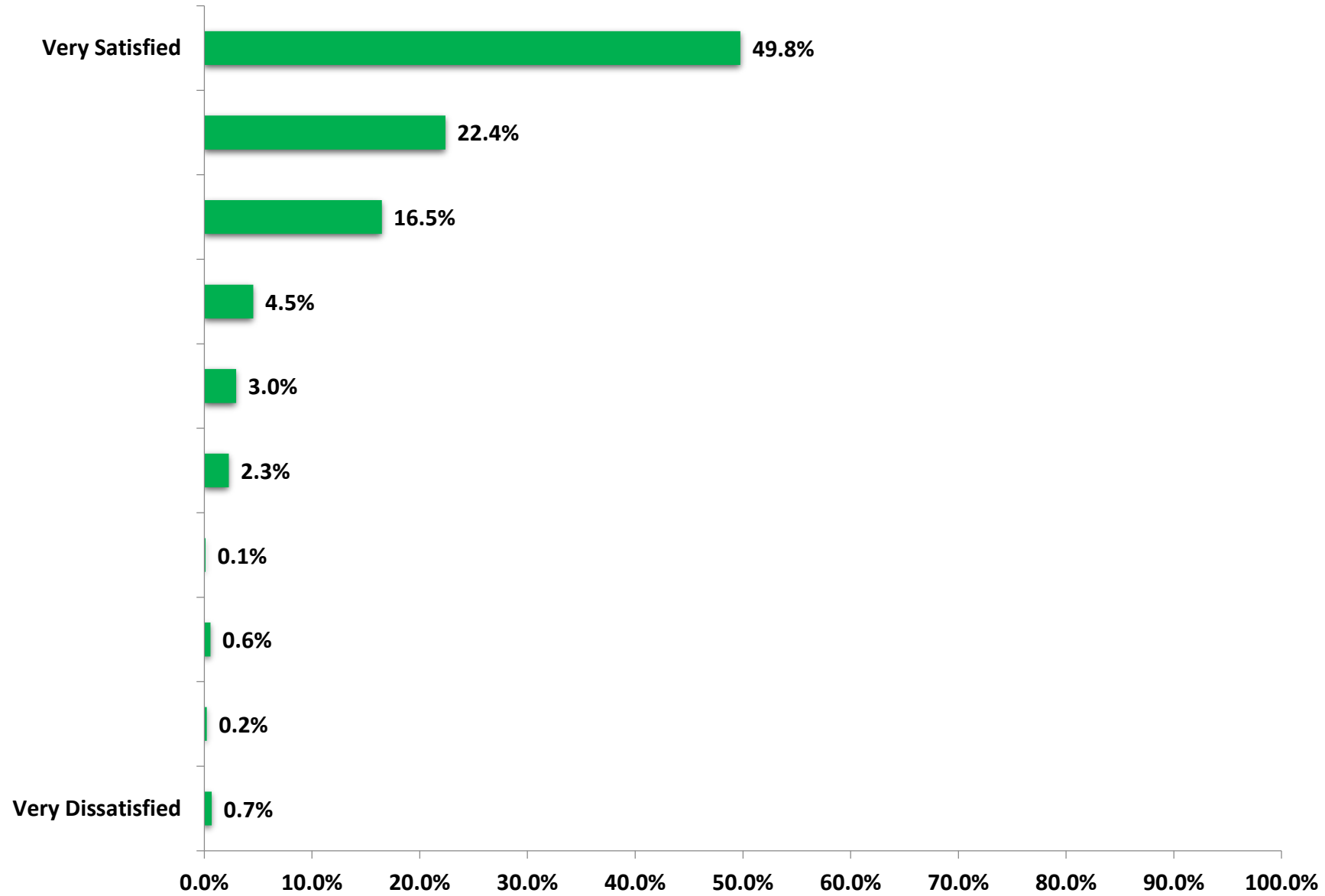
Provides Service with Value

[Return to survey](#)



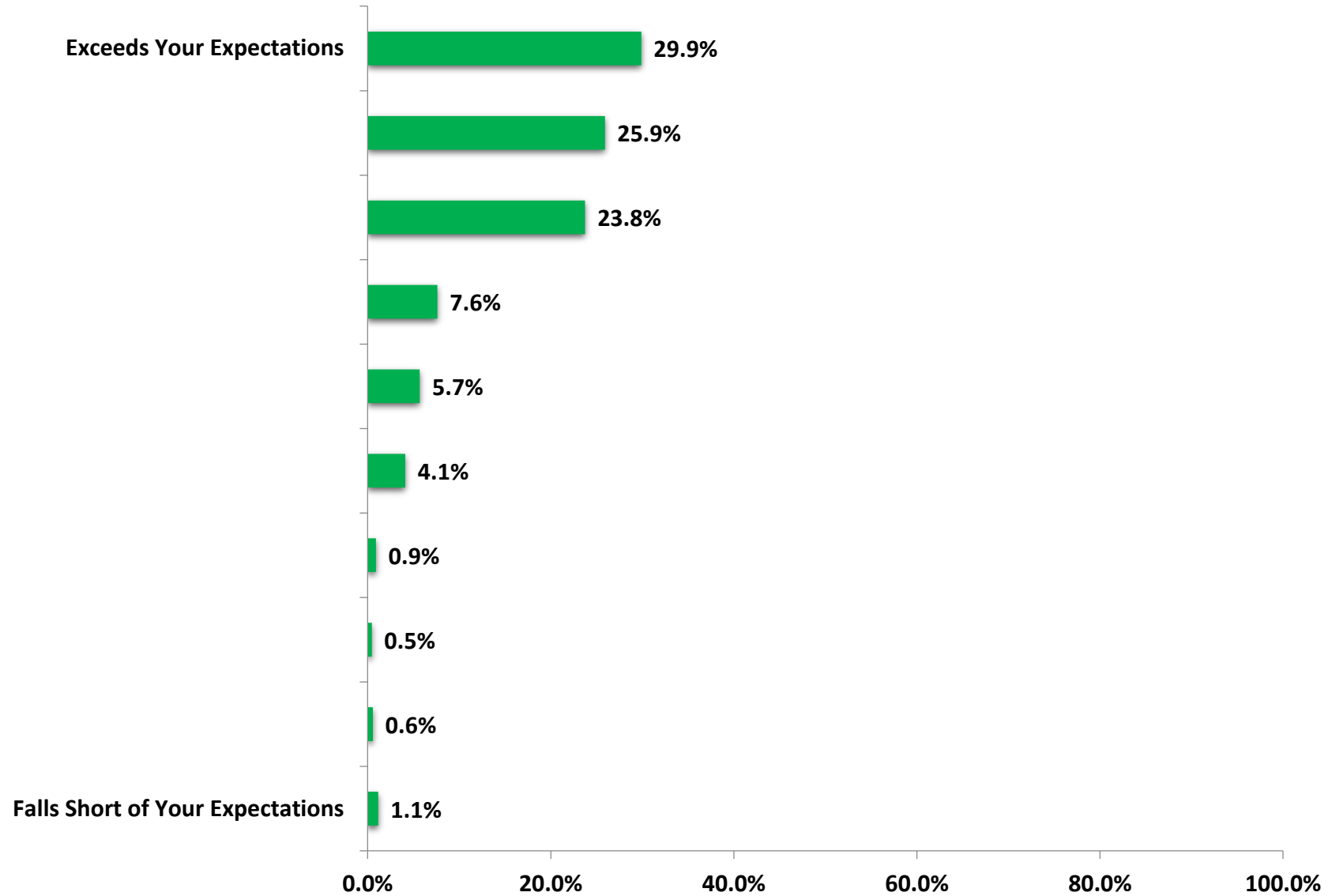
How Satisfied Are You With Shelby Energy Cooperative?

[Return to survey](#)



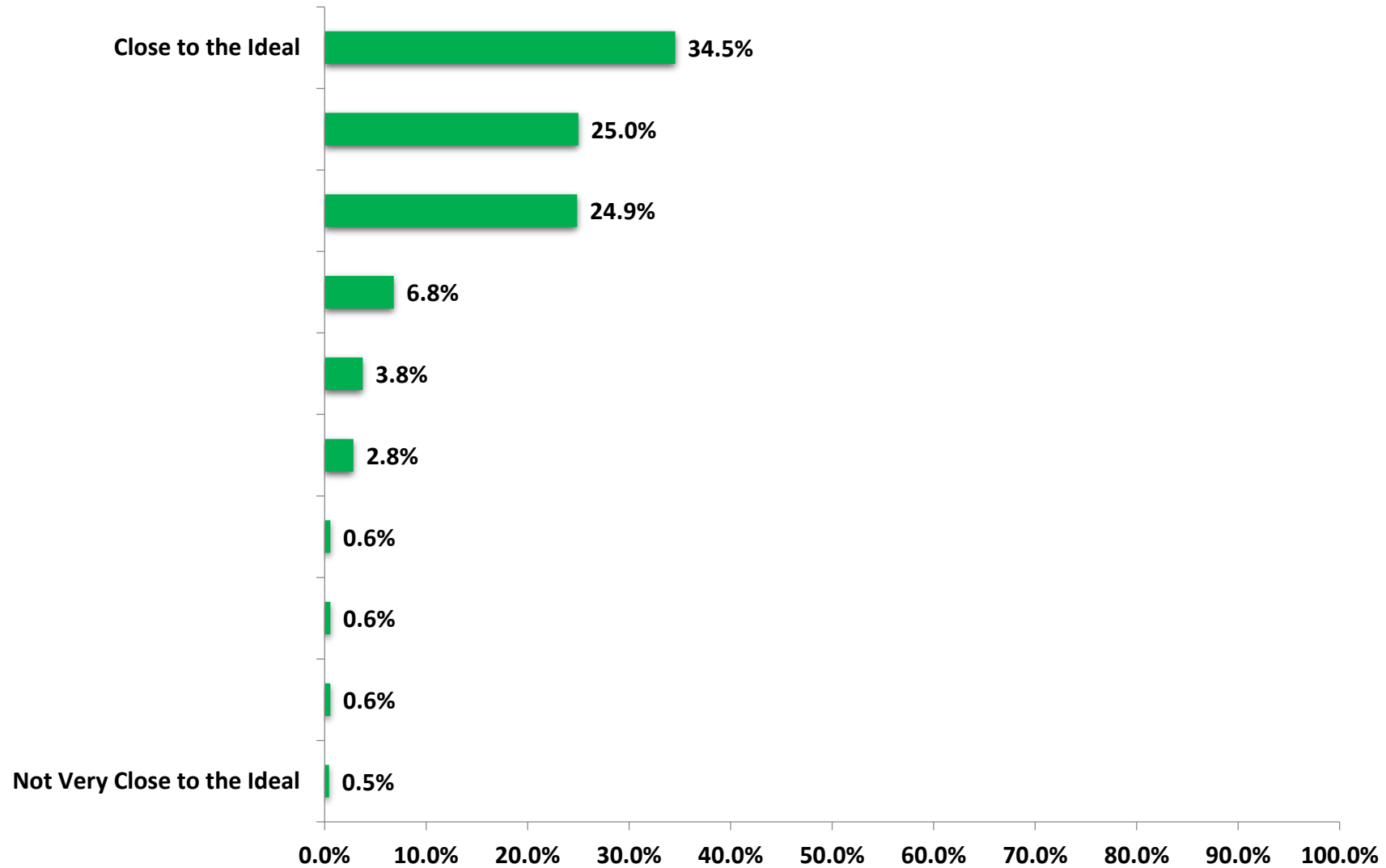
To What Extent Has Shelby Energy Fallen Short of Your Expectations or Exceeded Your Expectations?

[Return to survey](#)



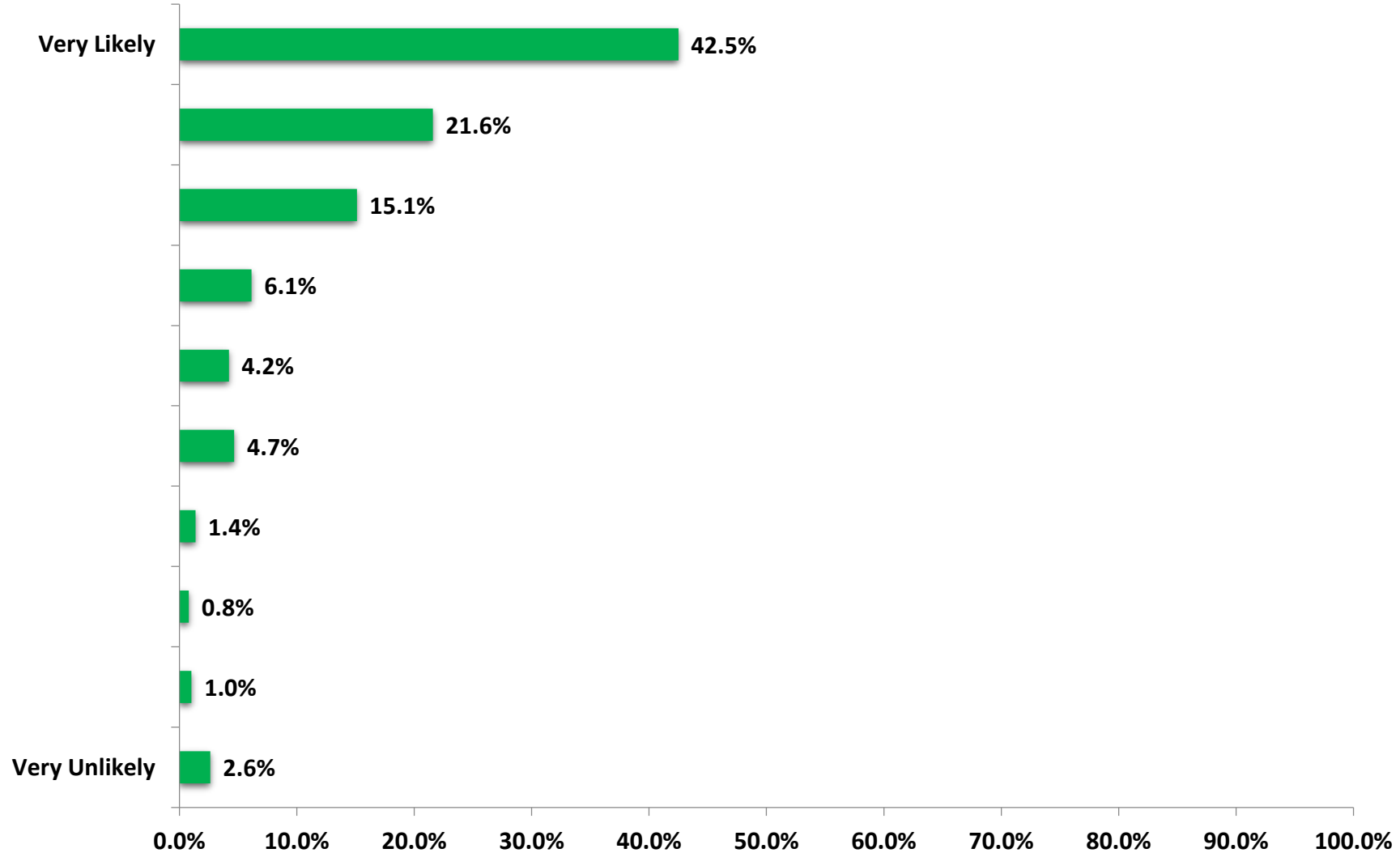
How Well Do You Think Shelby Energy Cooperative Compares With That Ideal Utility Company?

[Return to survey](#)

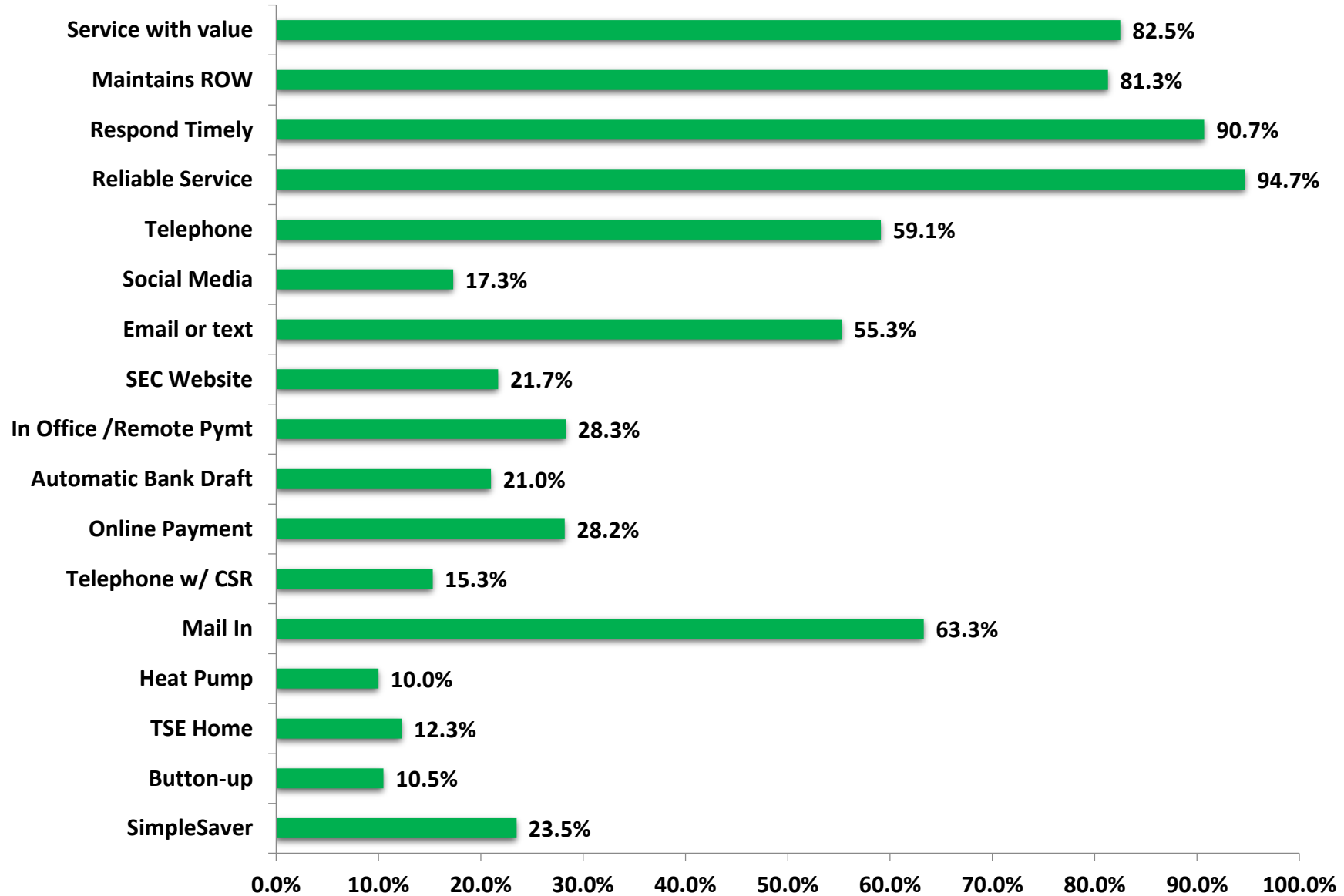


If given a choice of utility companies, how likely is it that you would choose Shelby Energy Cooperative again?

[Return to survey](#)

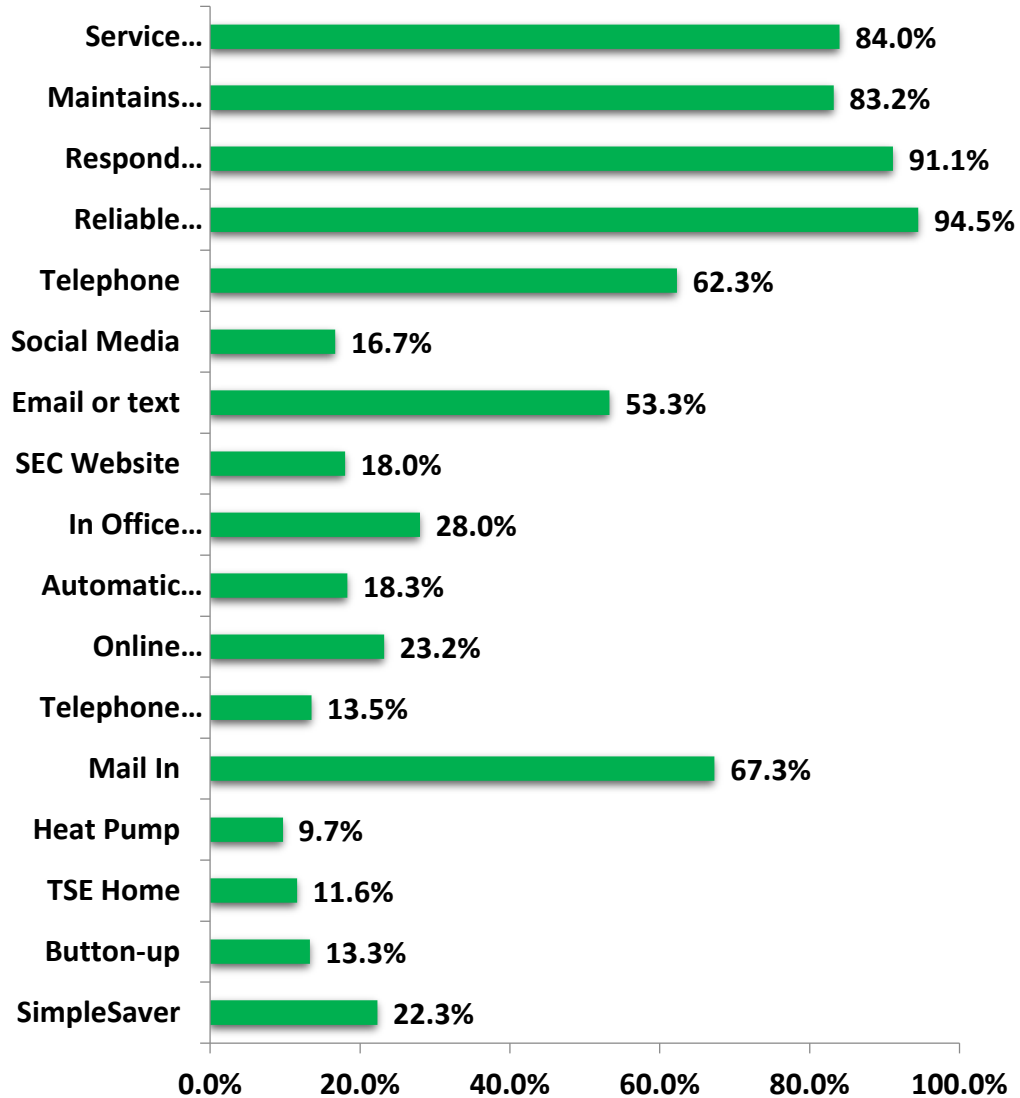


Combined percentage of scores 4 or 5 on 5 point scale

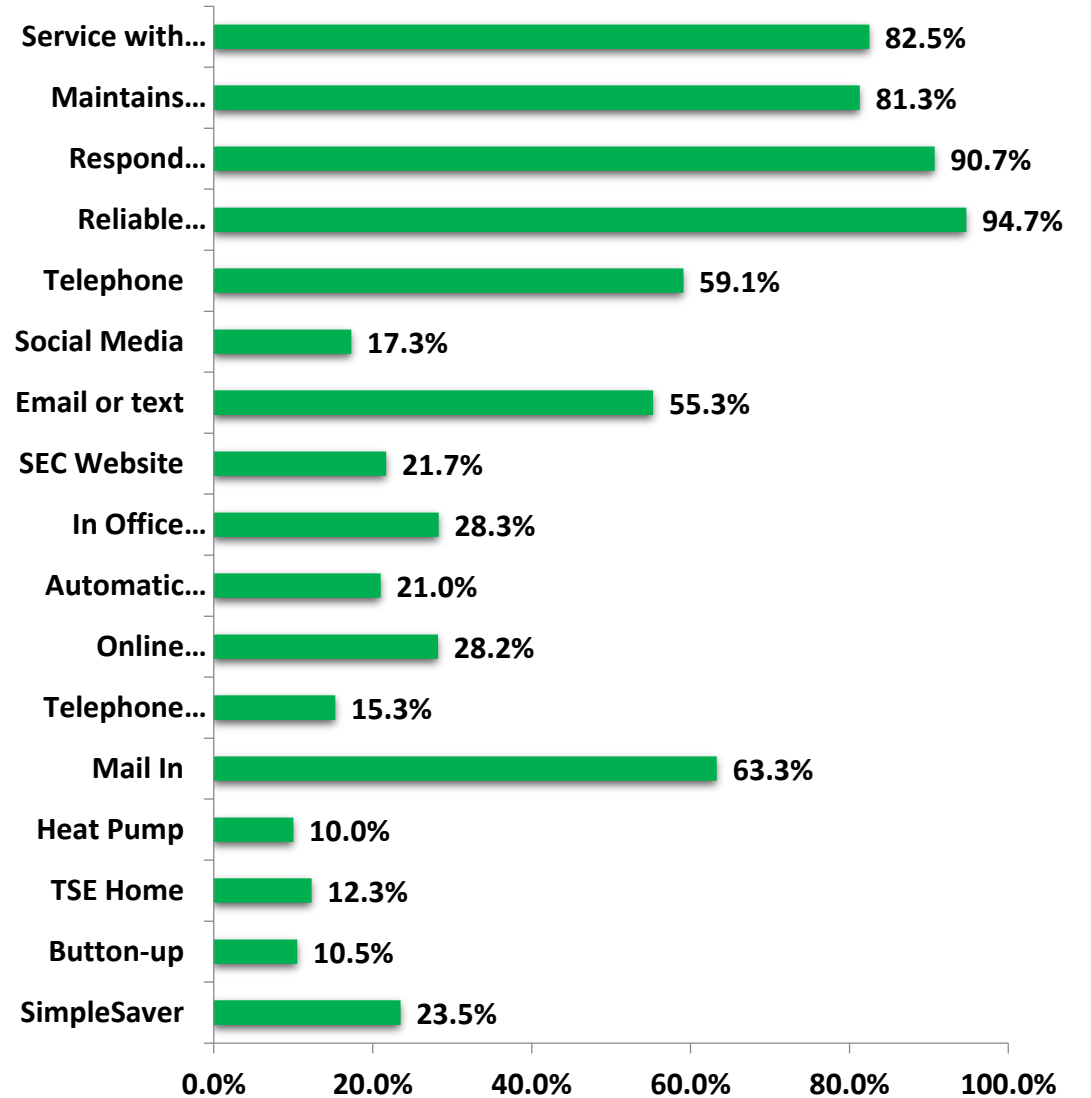


2016/2017 Comparison

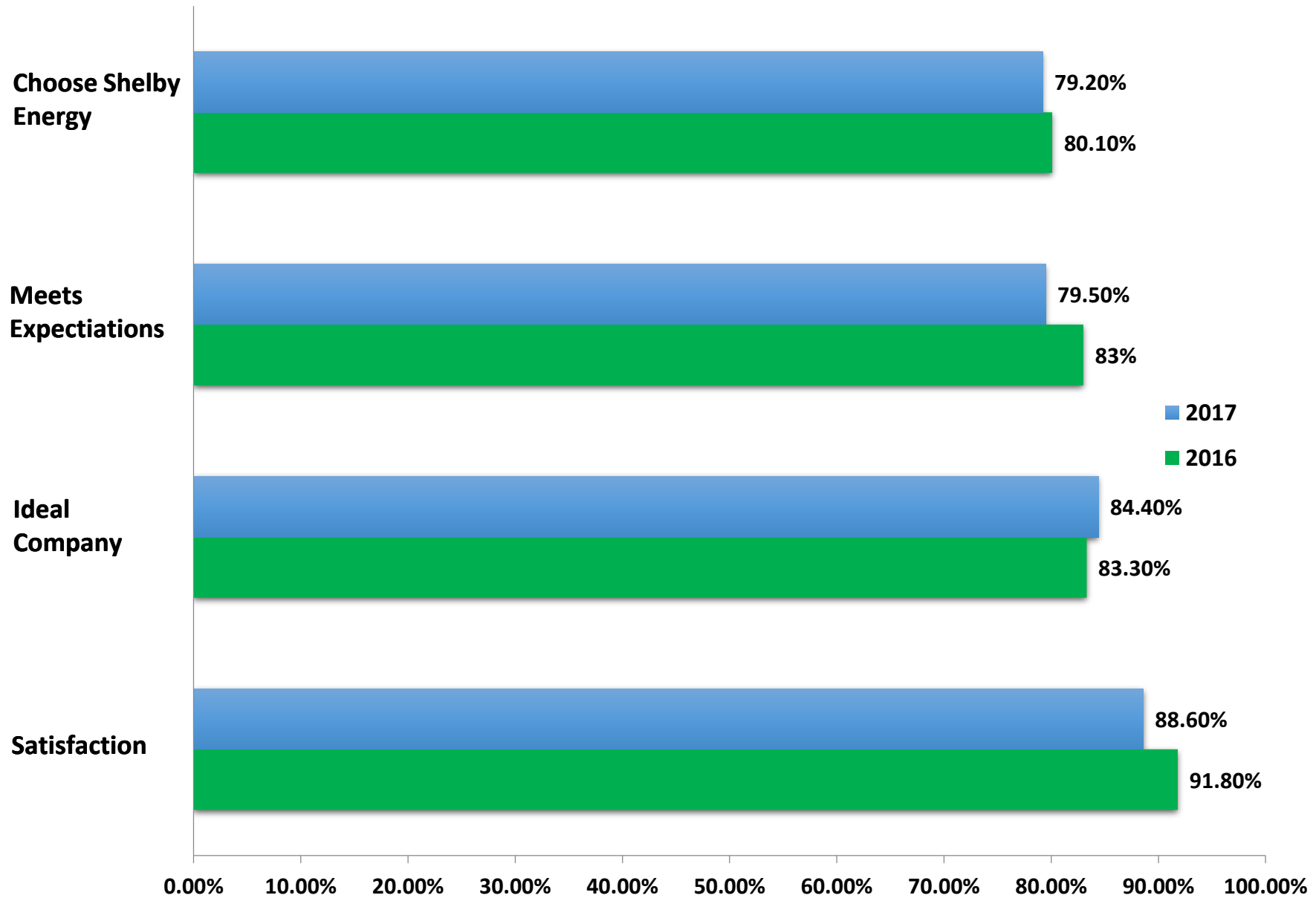
Combined percentage of scores 4 or 5 on 5 point scale
2016



Combined percentage of scores 4 or 5 on 5 point scale
2017



Combined percentage of scores 8 or higher on 10 point scale



Overview of Comments

- **22% of members who returned their survey provided additional comments. (265 surveys)**
- **In general, there were positive comments concerning member satisfaction with reliability and customer service.**
- **Most of the negative comments were concerning 3rd party fee for online or phone payments, high bill complaints and concerns over the Bedford office closing.**
- **The comments reveal that a growing number of members have knowledge of or interest in the programs that Shelby Energy offers including the new Cooperative Solar program.**

Annual Survey Return Rate History

- **2017 Annual Survey:**

12,695 surveys were sent out and 1,212 were returned. A 9.55% return rate.

- **2016 Annual Survey:**

12,533 surveys were sent out and 1,326 were returned or a 10.58% return rate.

- **2015 Annual Survey:**

12,411 surveys were sent out and 1,363 were returned or a 10.98% return rate.

American Customer Satisfaction Index (ACSI)

- 250 randomly selected surveys were submitted to ACSI for scoring on October 18, 2017.
- The 2017 second quarter rating for “investor-owned” utilities in the United States was 75. Average rating for other Touchstone Energy Cooperatives for this same time period was 78.
- The response rate provided enough data to establish a satisfaction rating of .
- Shelby Energy’s ACSI score history is as follows:
2014 - 82% 2015 - 86% 2016 - 86% 2017 -