

Member Survey 2014



Your Touchstone Energy® Partner 

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Complete and return this survey and you could win a \$200 energy credit!

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 **November 14, 2014**. *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.



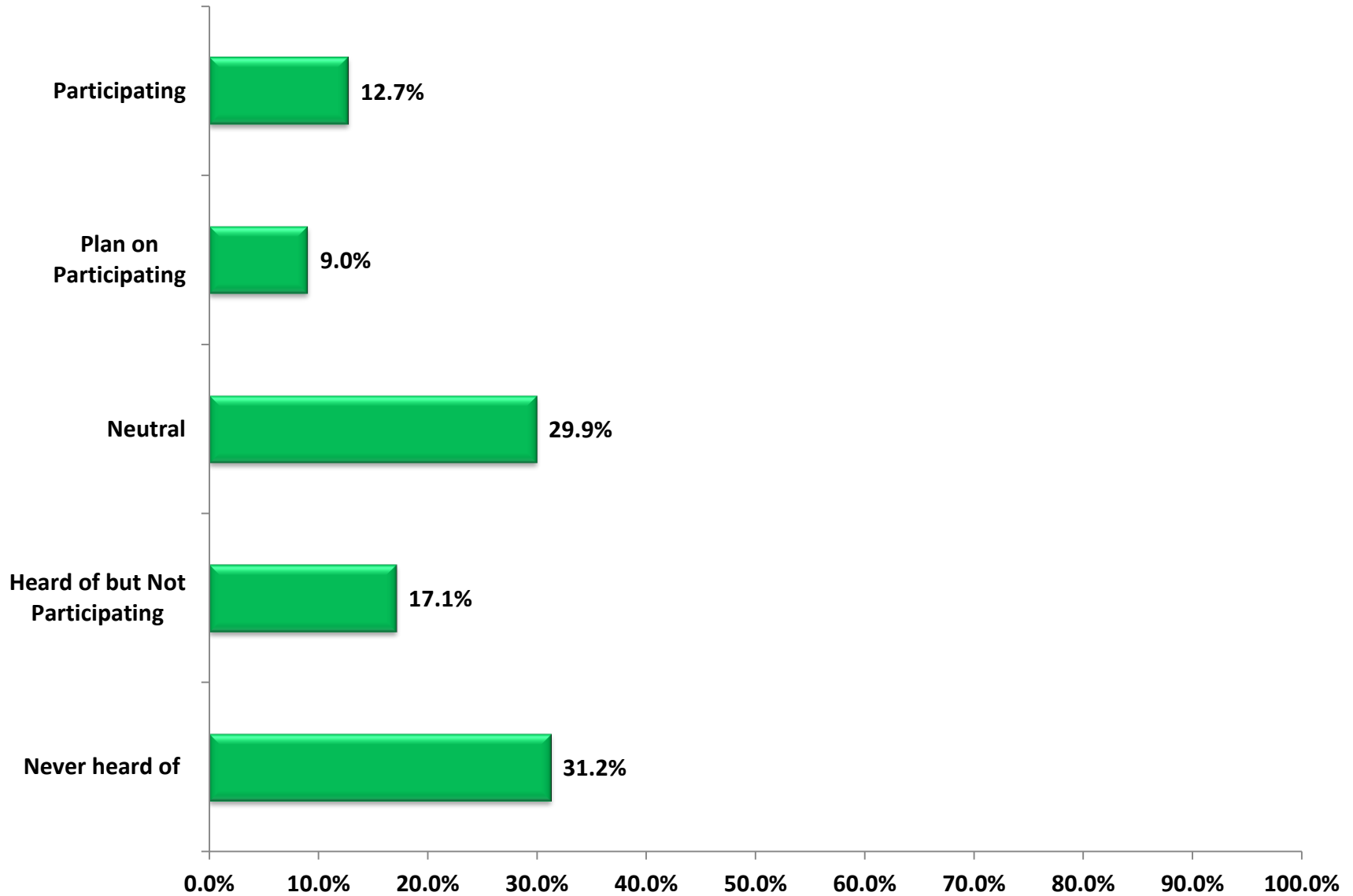
Shelby Energy Survey Results

January 2015

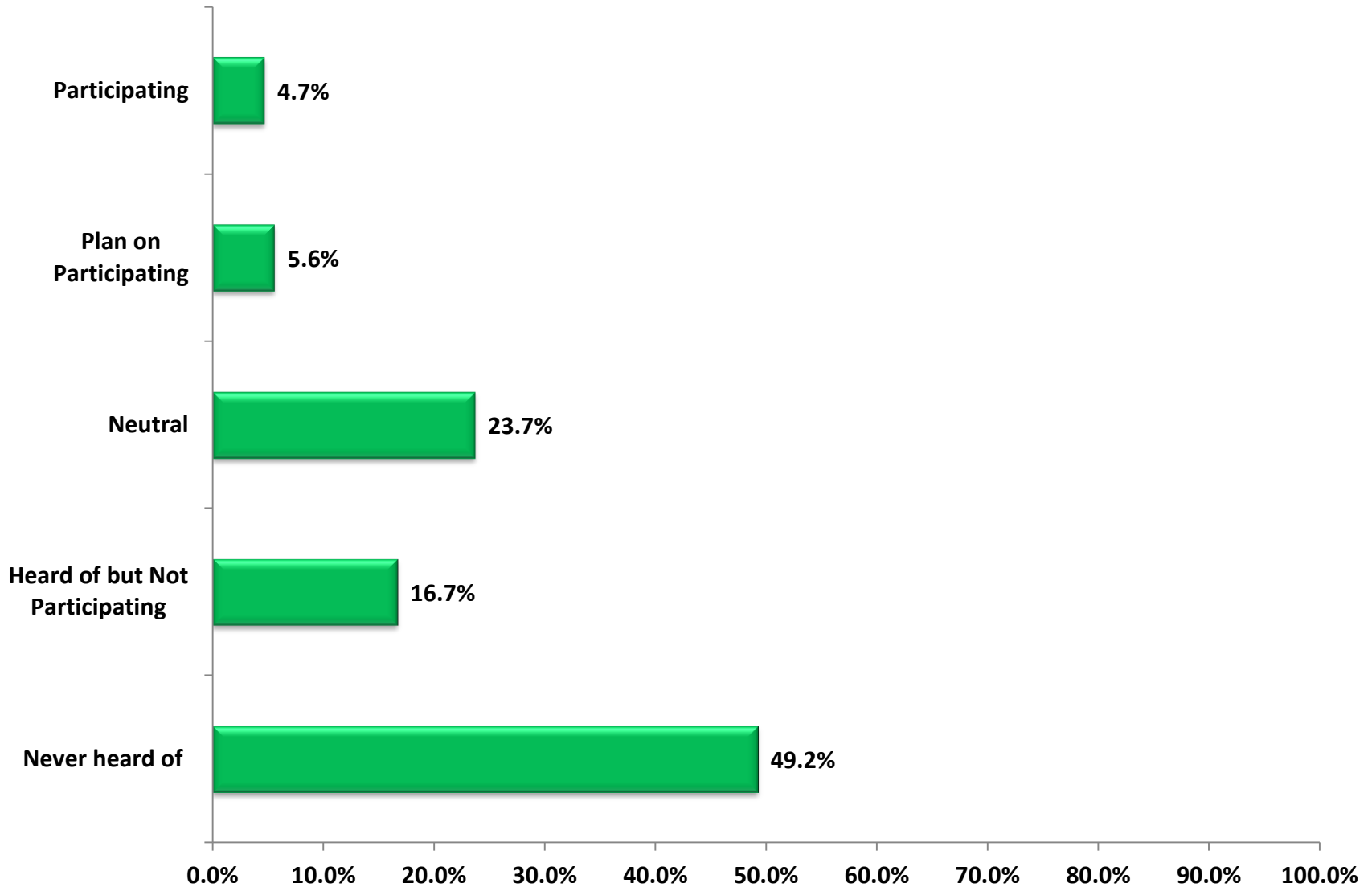
Background

- ▶ We developed this survey to gather information on ways we can better serve our members and address any issues brought to our attention through the survey.
- ▶ In September 2014, 12,764 surveys were sent to members in the monthly bill.
- ▶ Response Rate = 11.14% (1,422 returned surveys).
- ▶ The purpose was to gather member satisfaction ratings to be used in the American Consumer Satisfaction Index (ACSI).

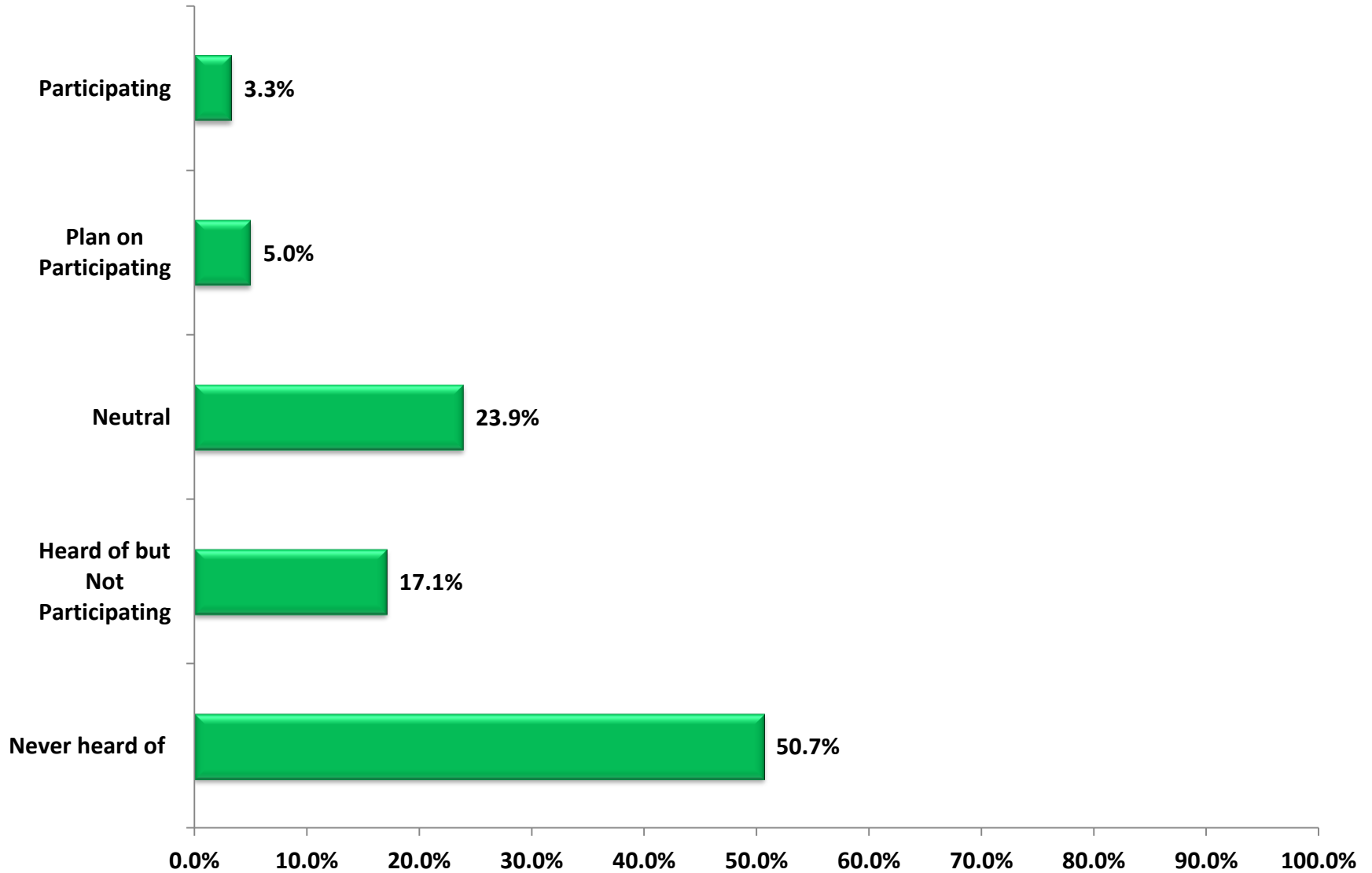
Member SimpleSaver Program Knowledge



Member Button-Up Program Knowledge

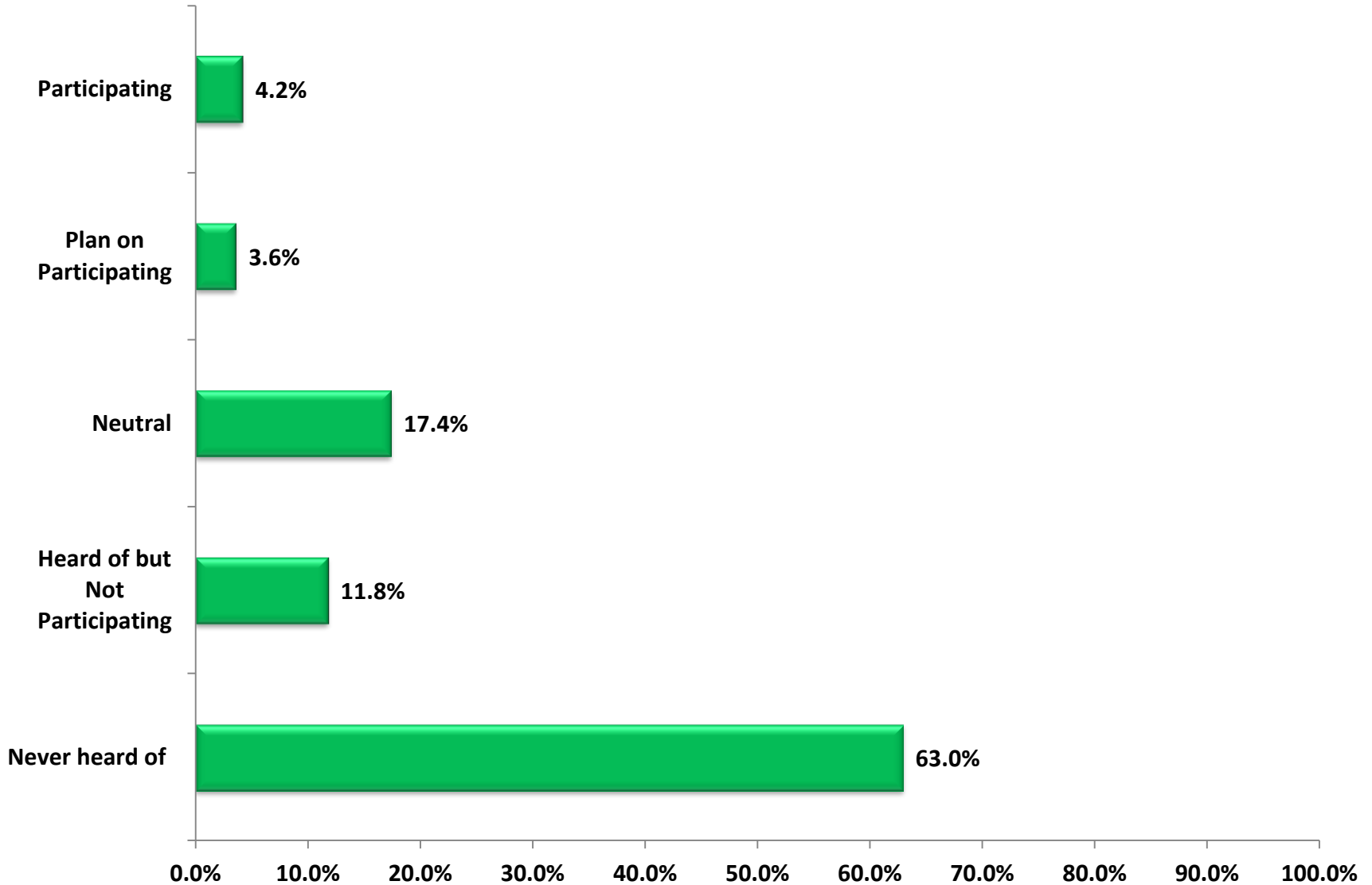


Member TSE Home Program Knowledge

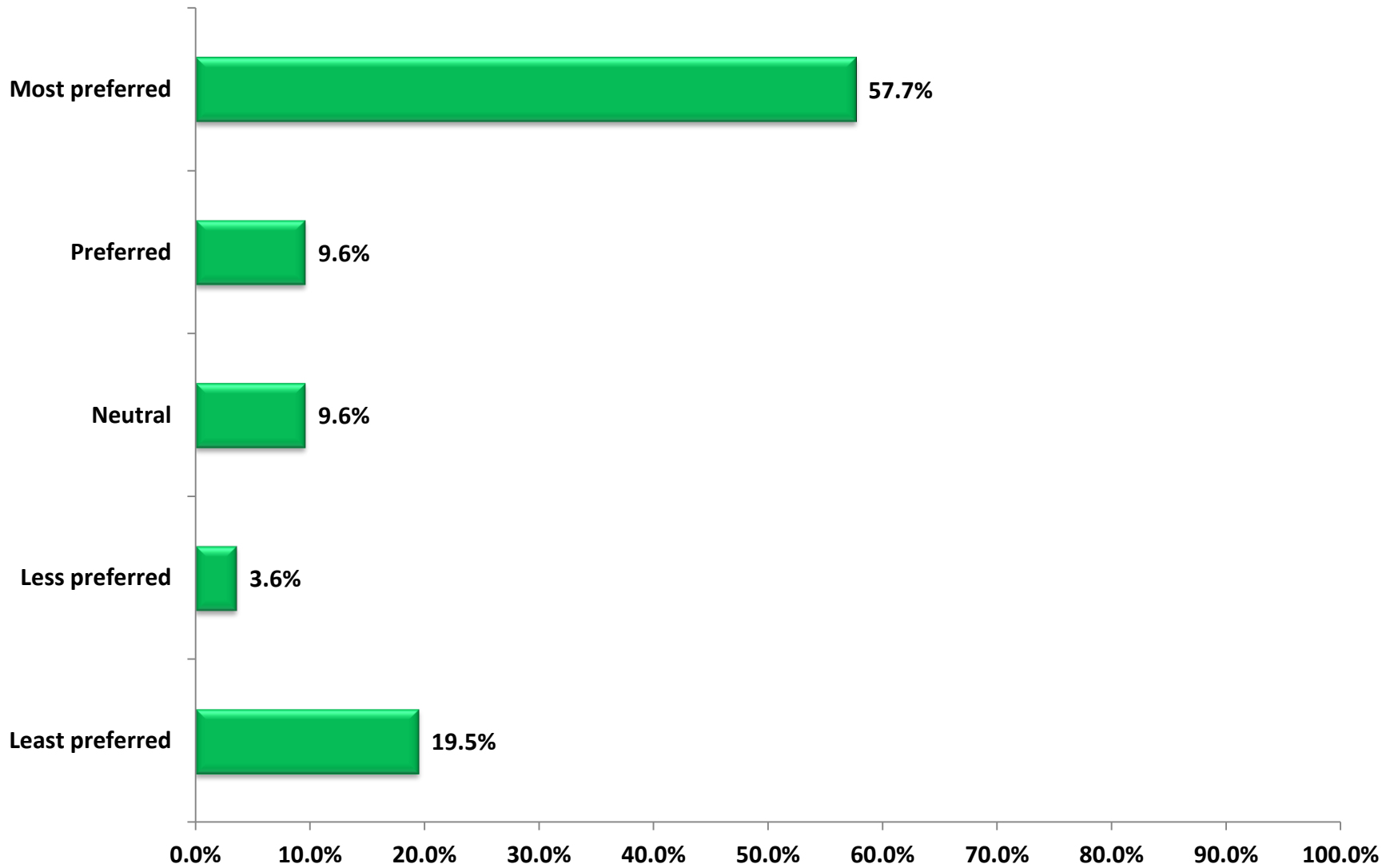


[Back to top of survey](#)

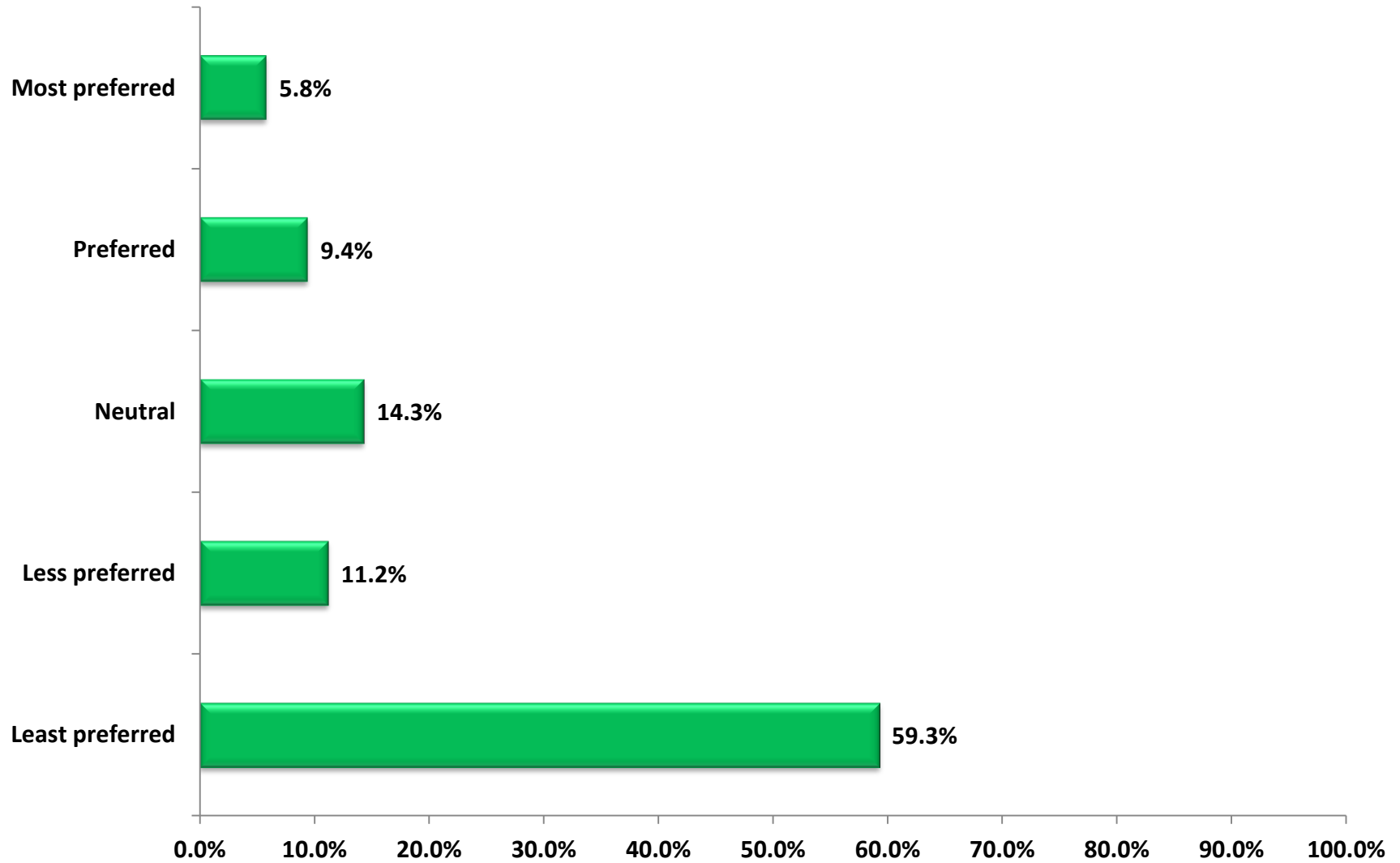
Member HeatPump Retrofit Program Knowledge



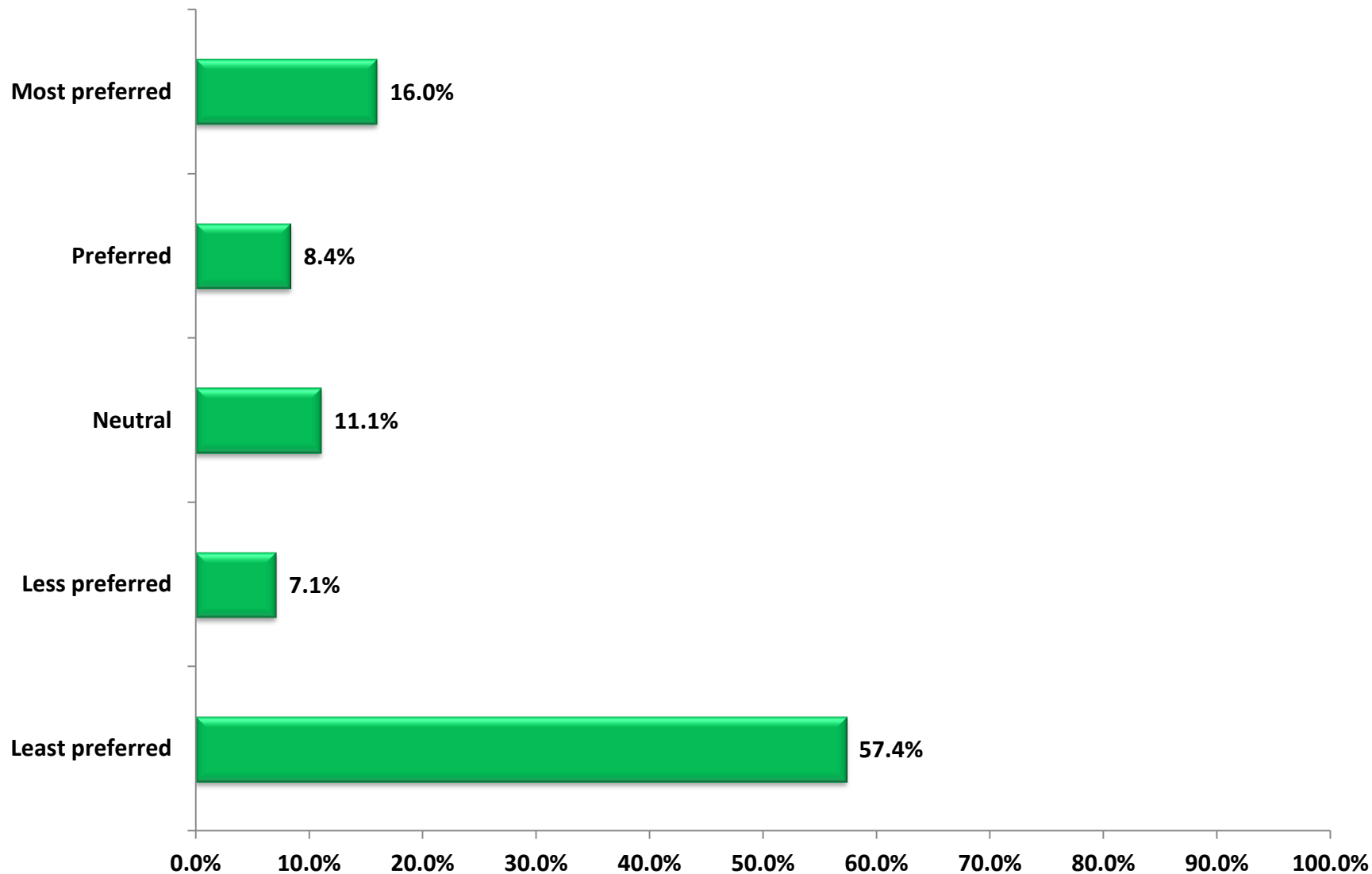
Mail In Payment



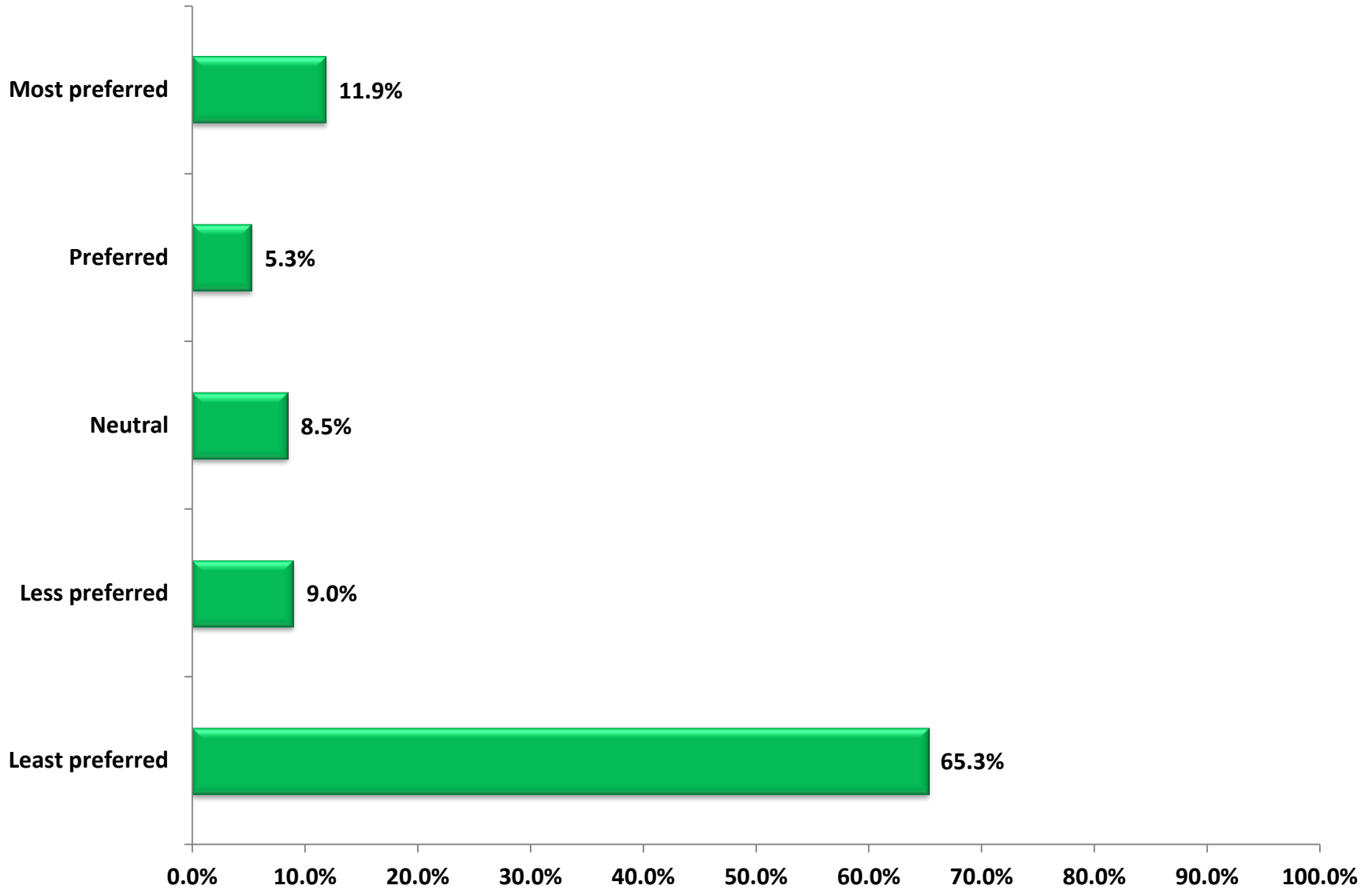
Payment made over telephone with CSR



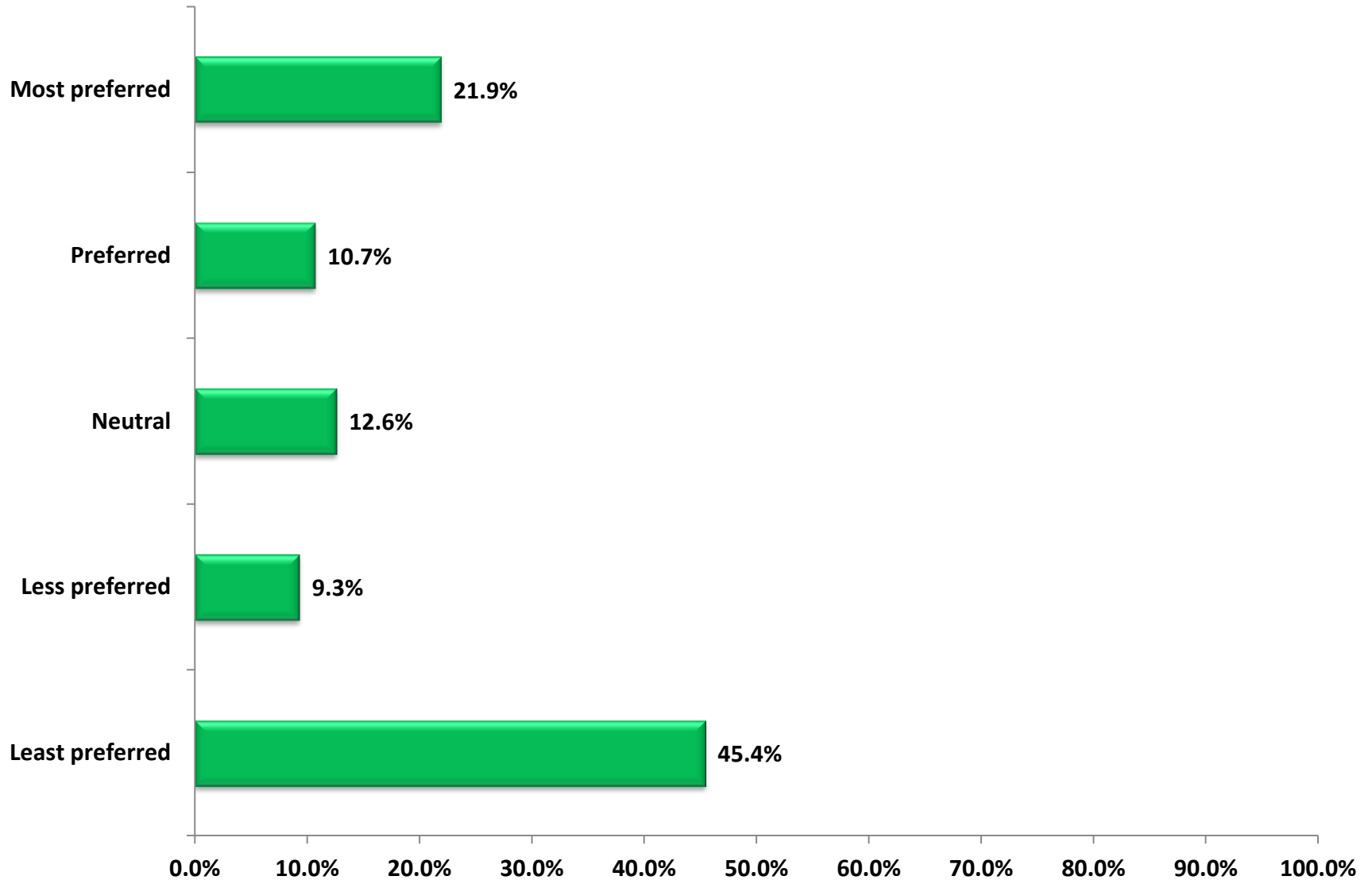
Payment made on Shelby Energy Website



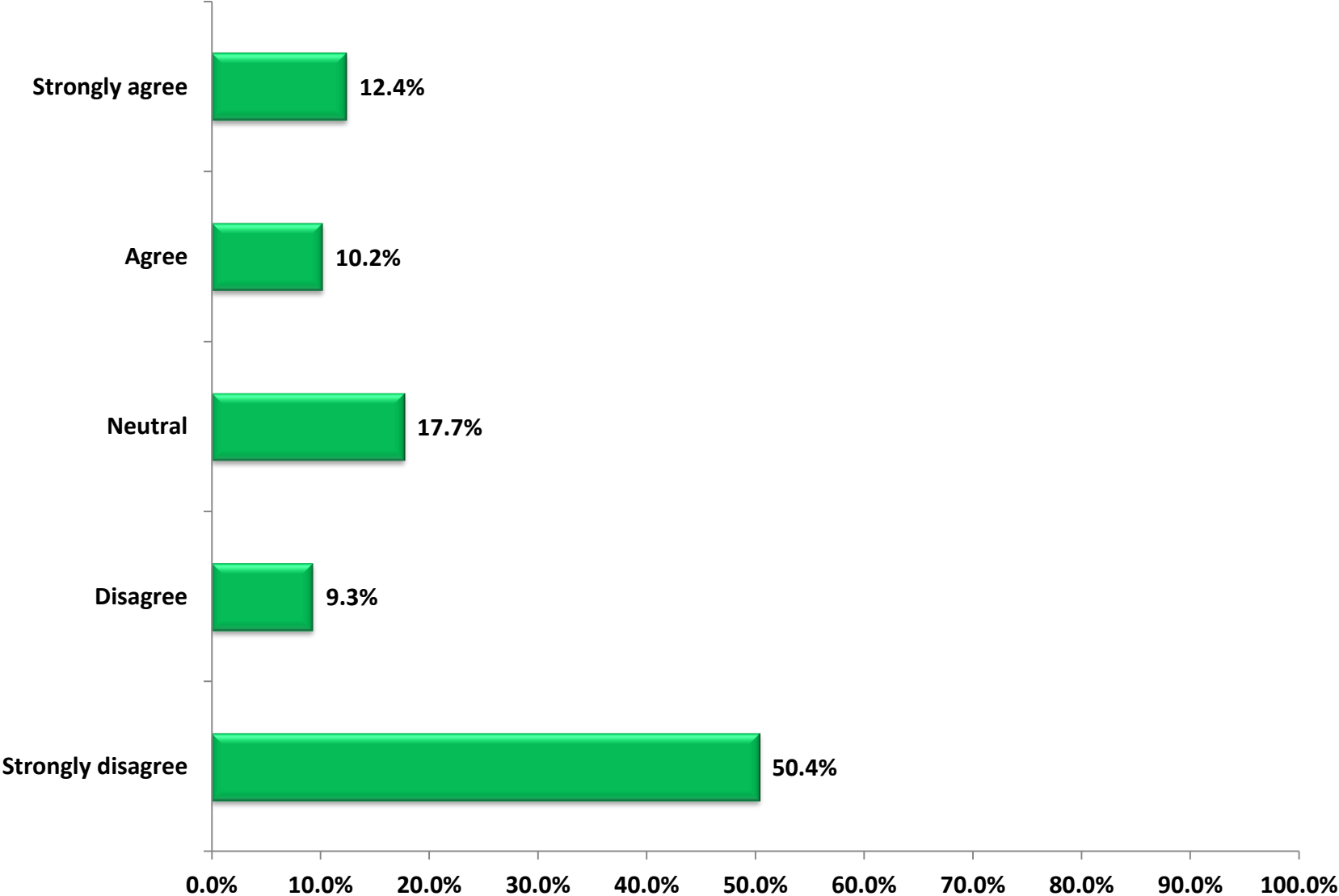
Bank Draft Payment



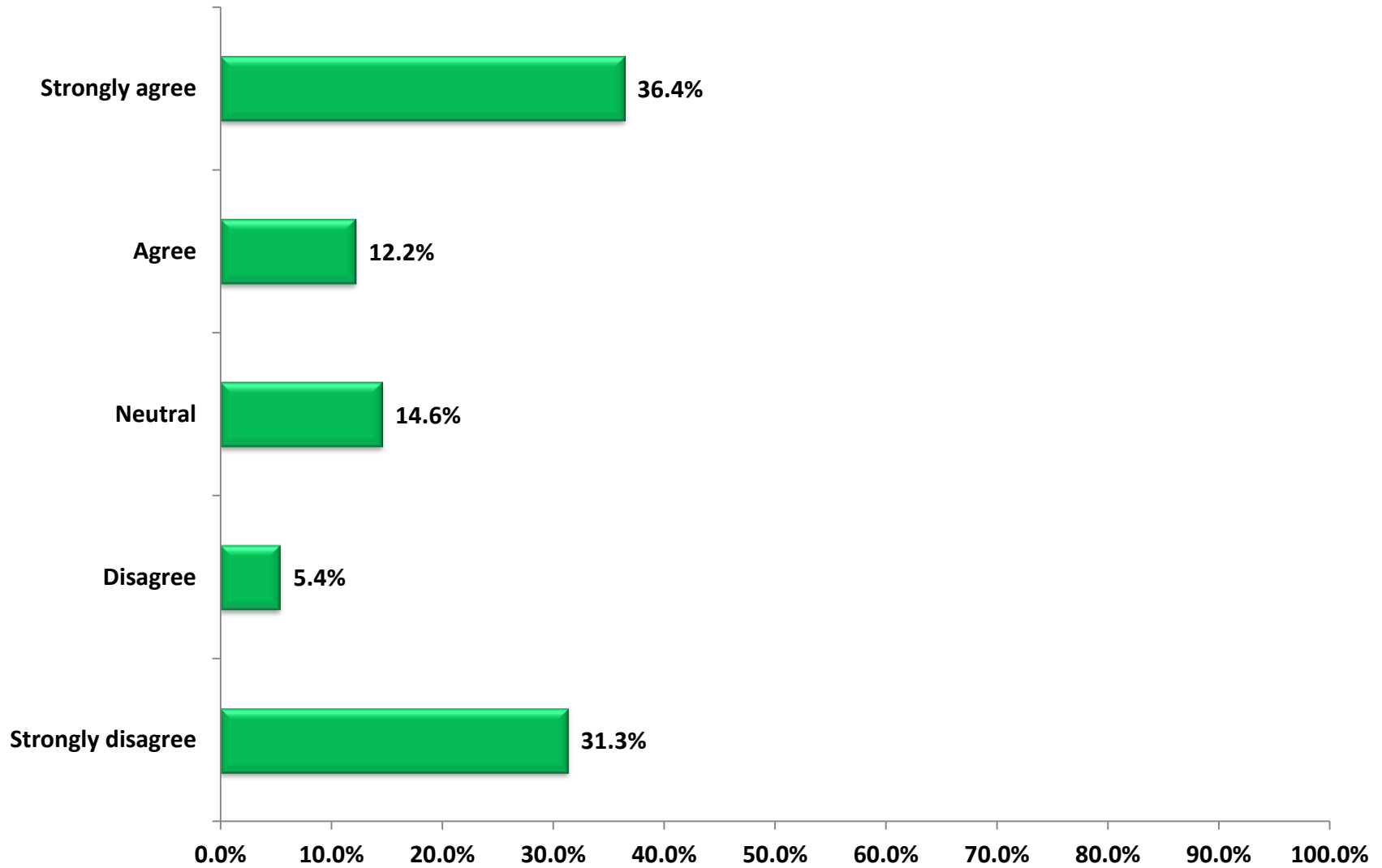
Payment in Office or Remote Payment Center



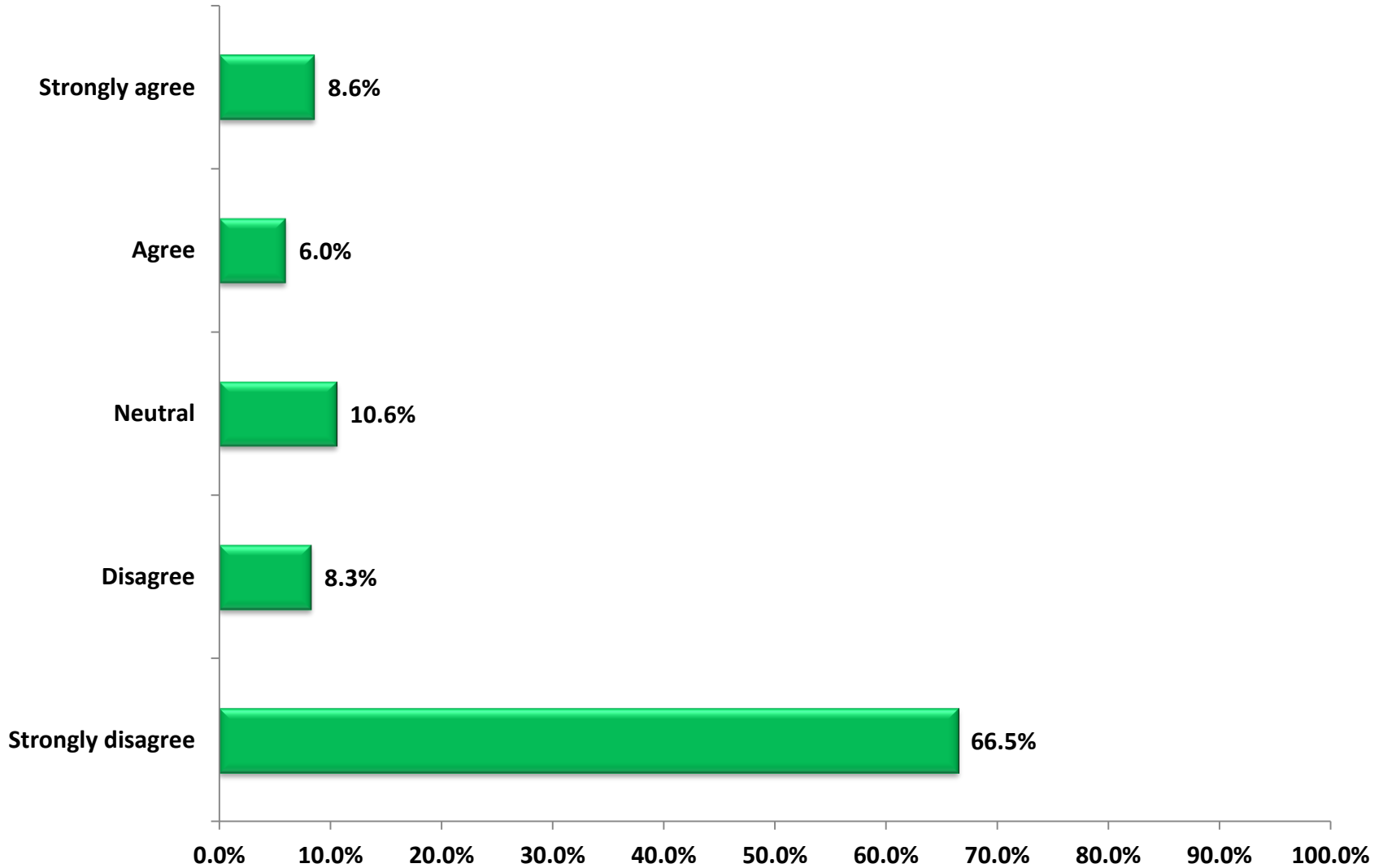
Receive Information by Shelby Energy Website



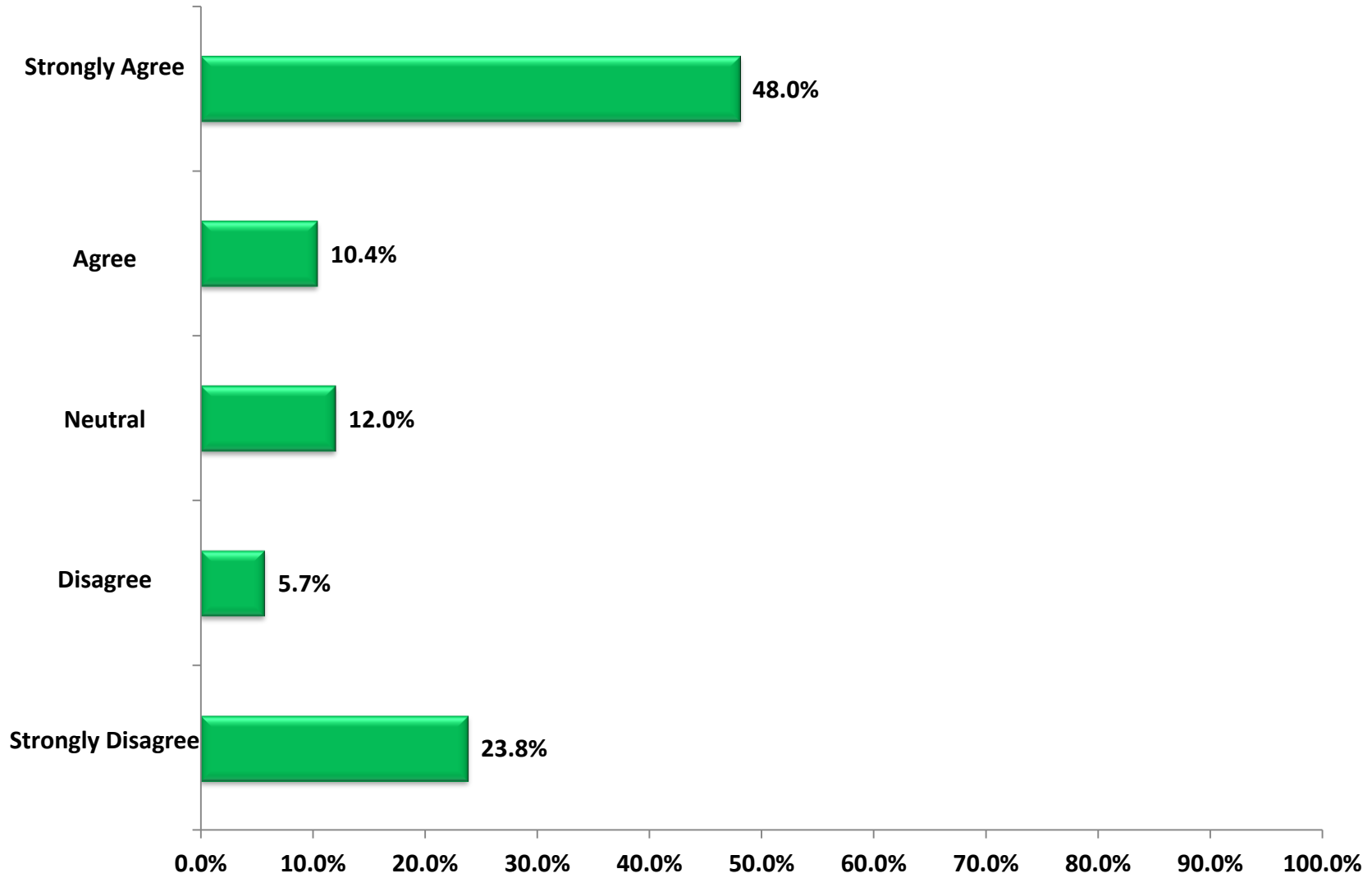
Receive Information by Email or Text Message



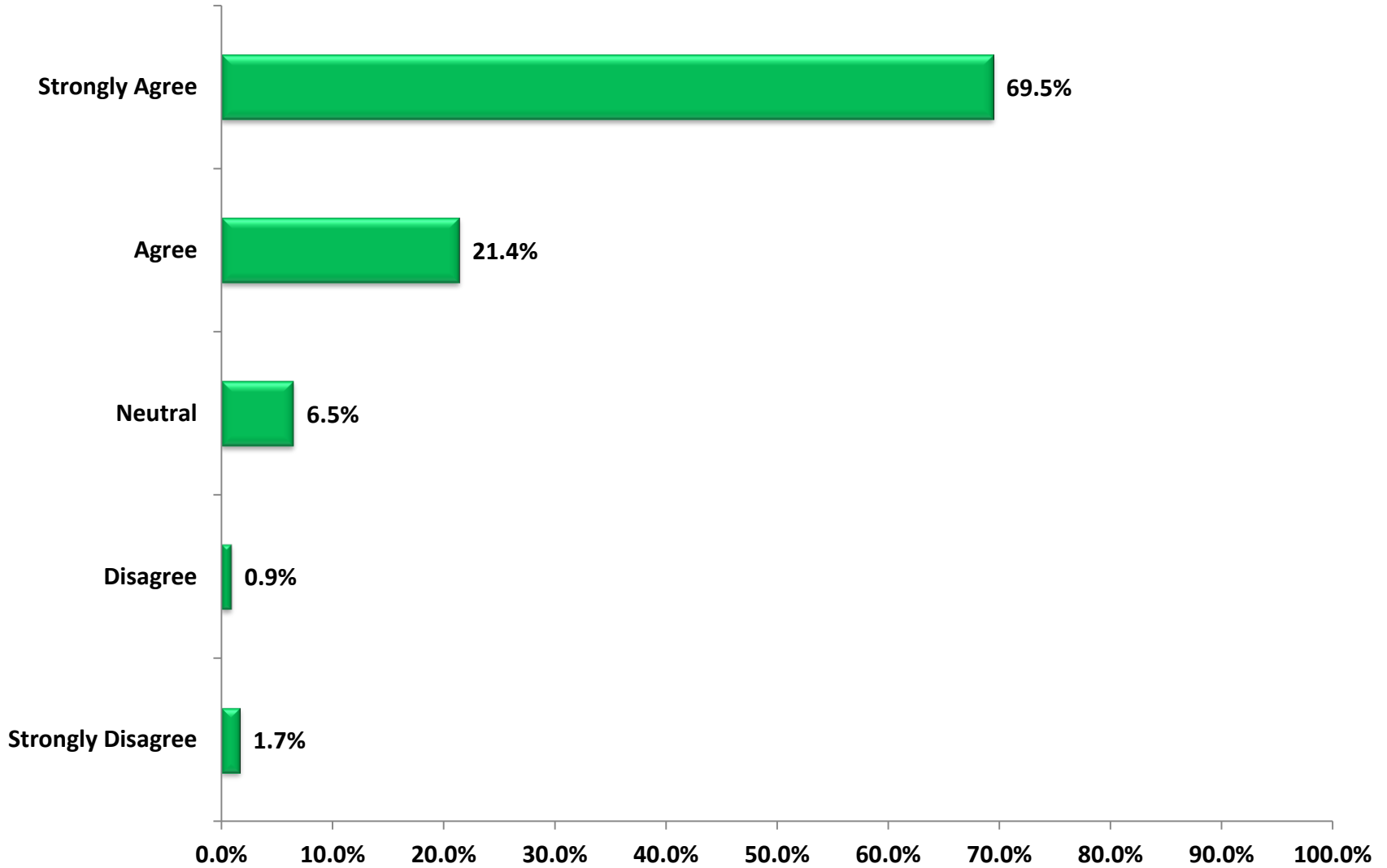
Receive Information by Social Media



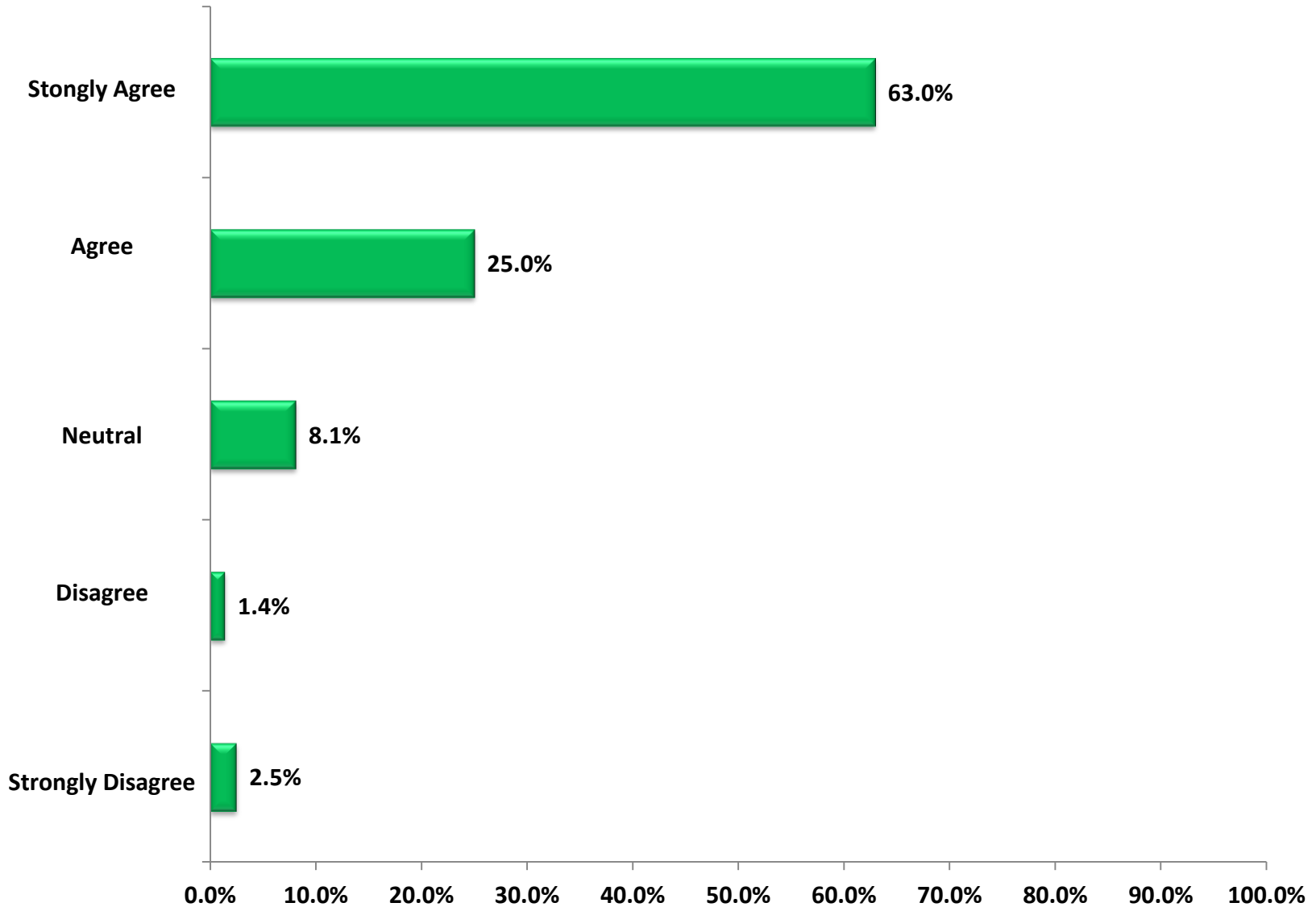
Receive Information by Telephone



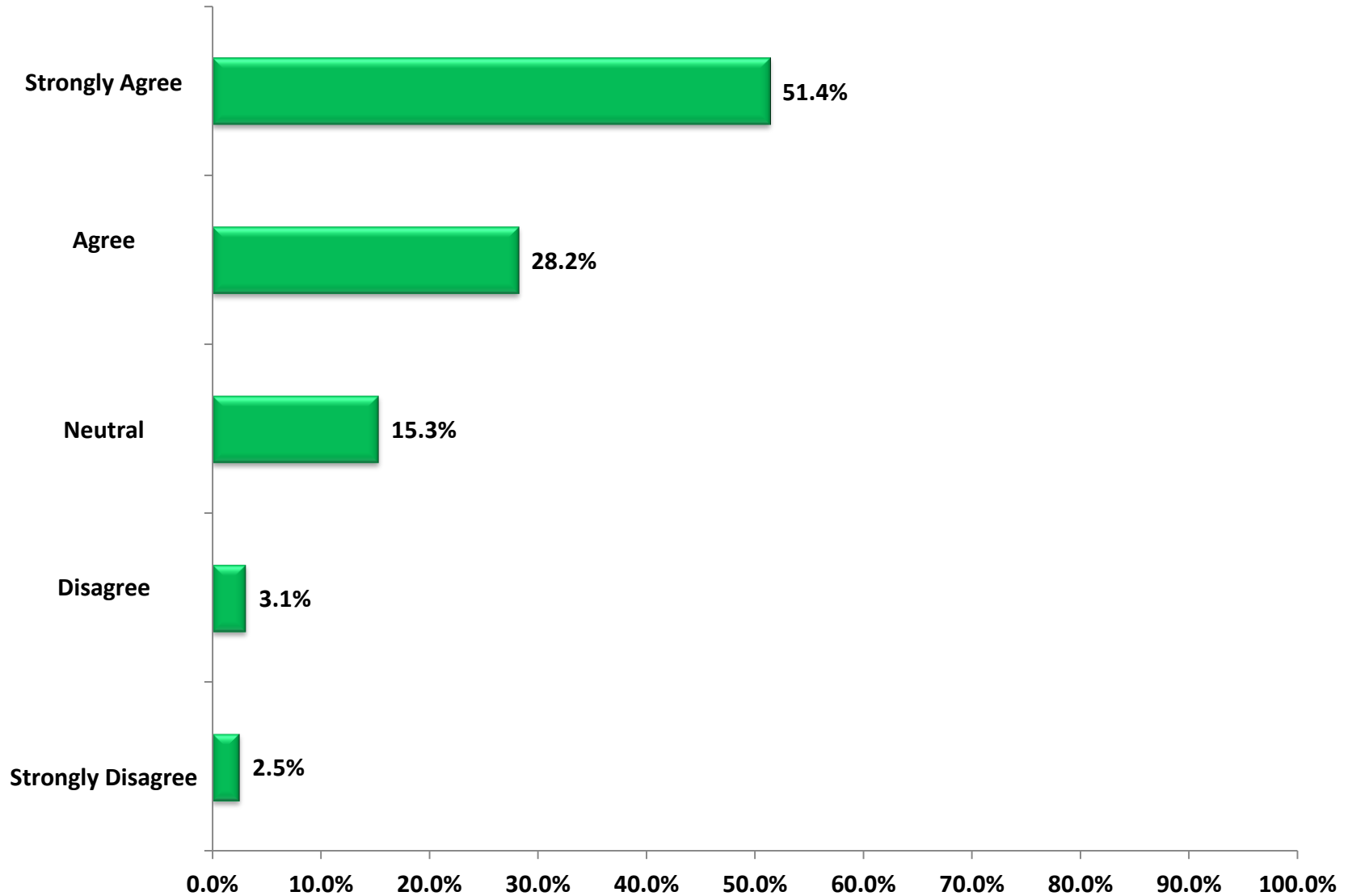
Provides Reliable Service



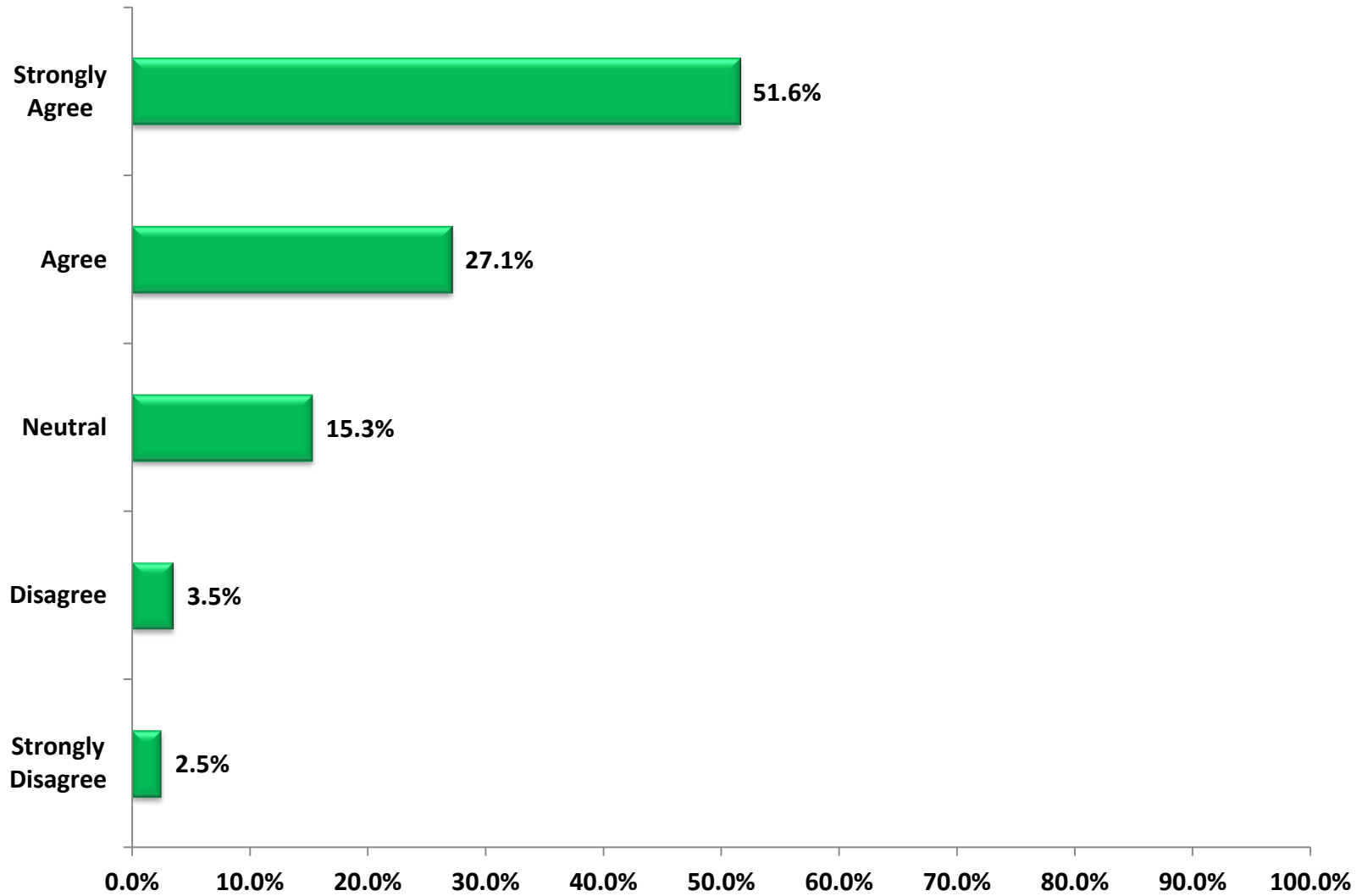
Responds Timely to Outages and Service Issues



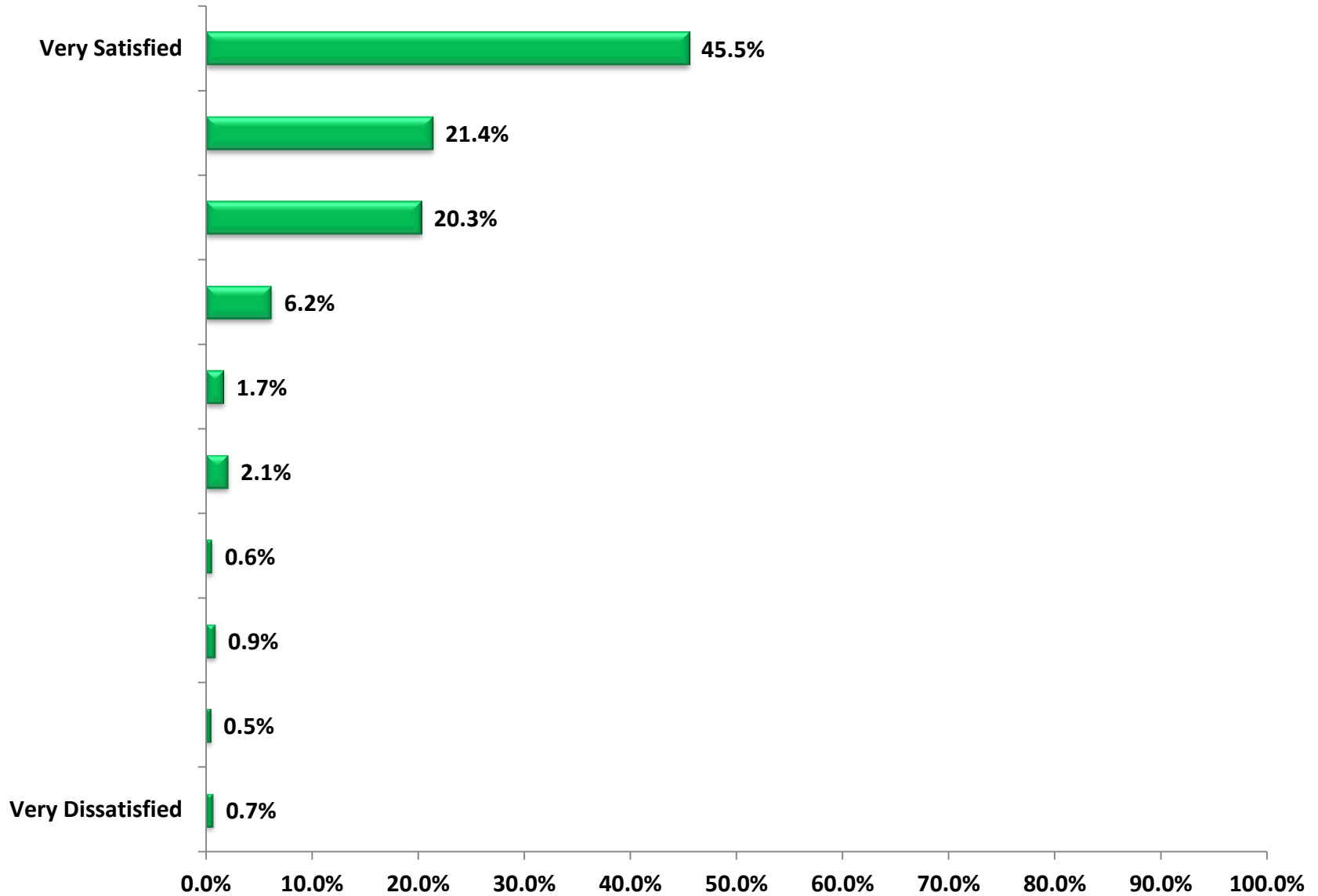
Maintains Right-of-Way



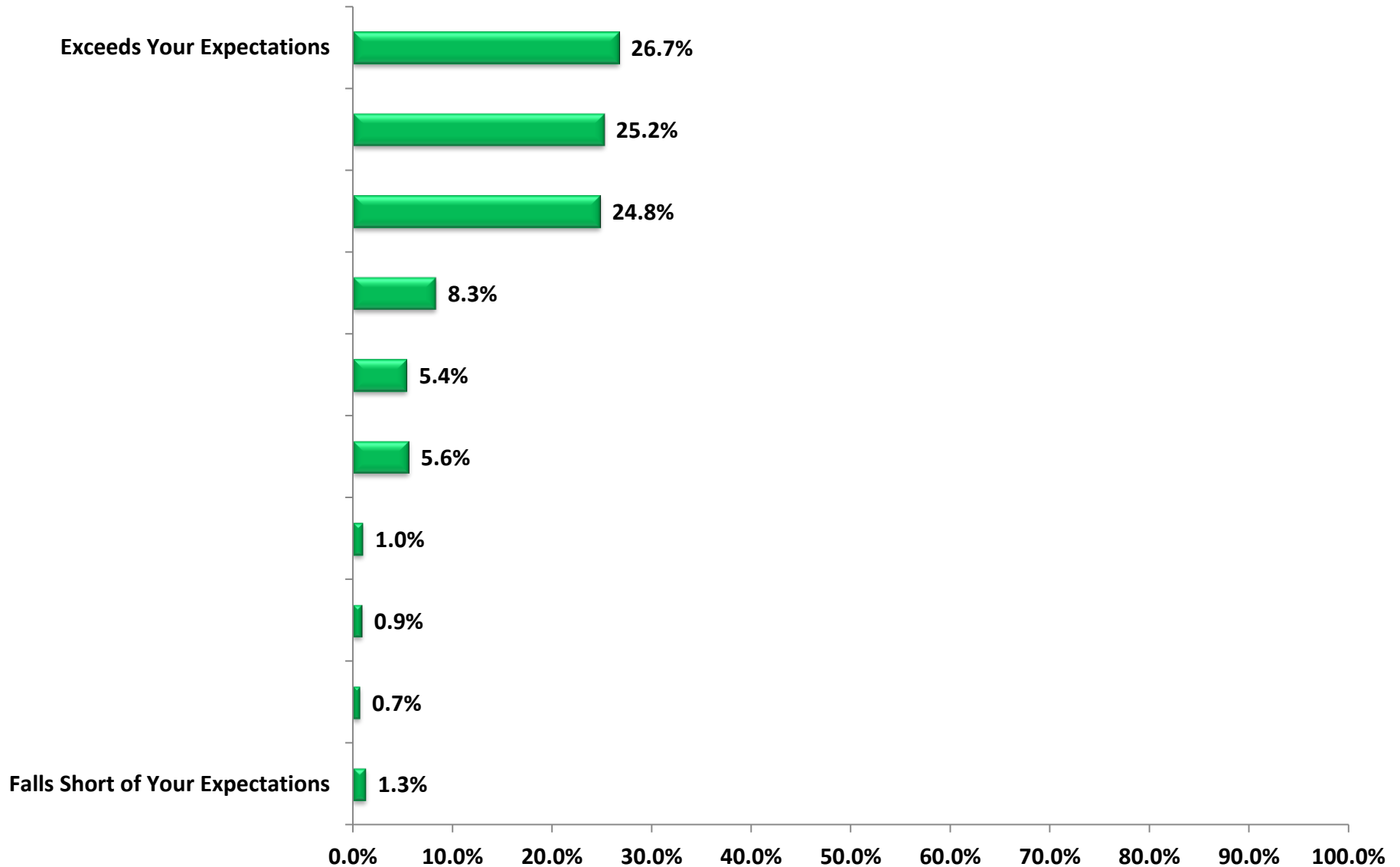
Provides Service with Value



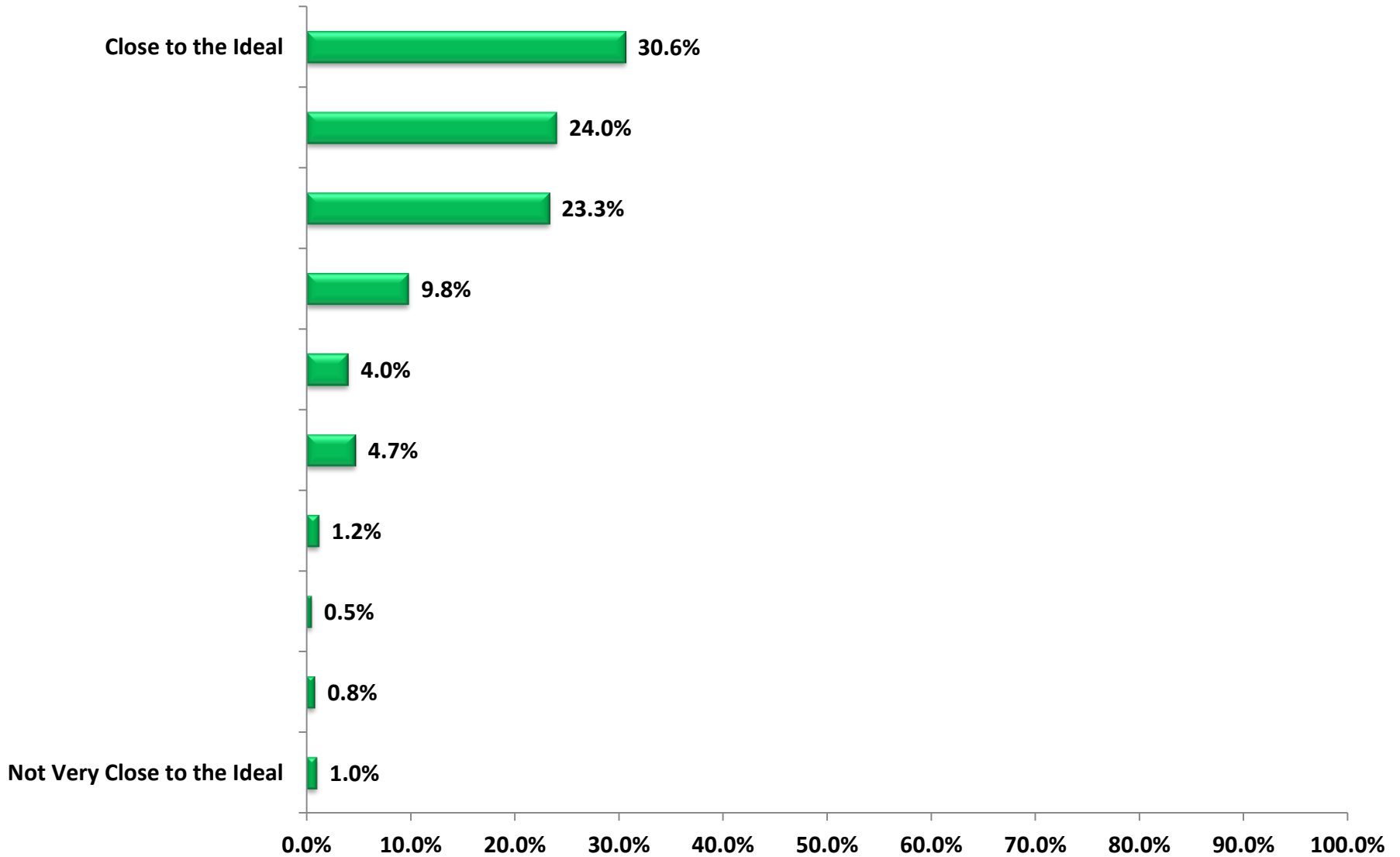
How Satisfied Are You With Shelby Energy Cooperative?



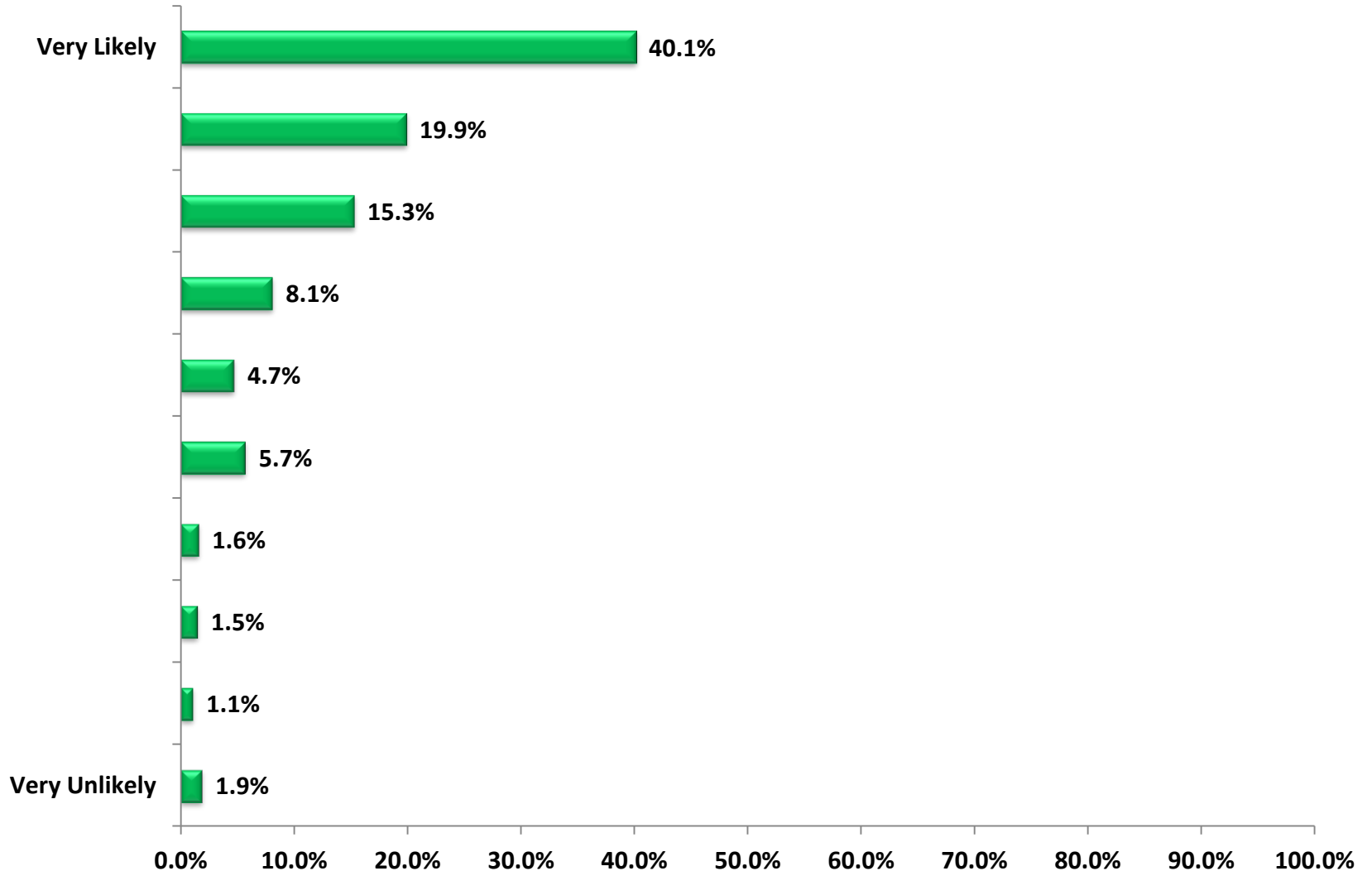
To What Extent Has Shelby Energy Fallen Short of Your Expectations or Exceeded Your Expectations?



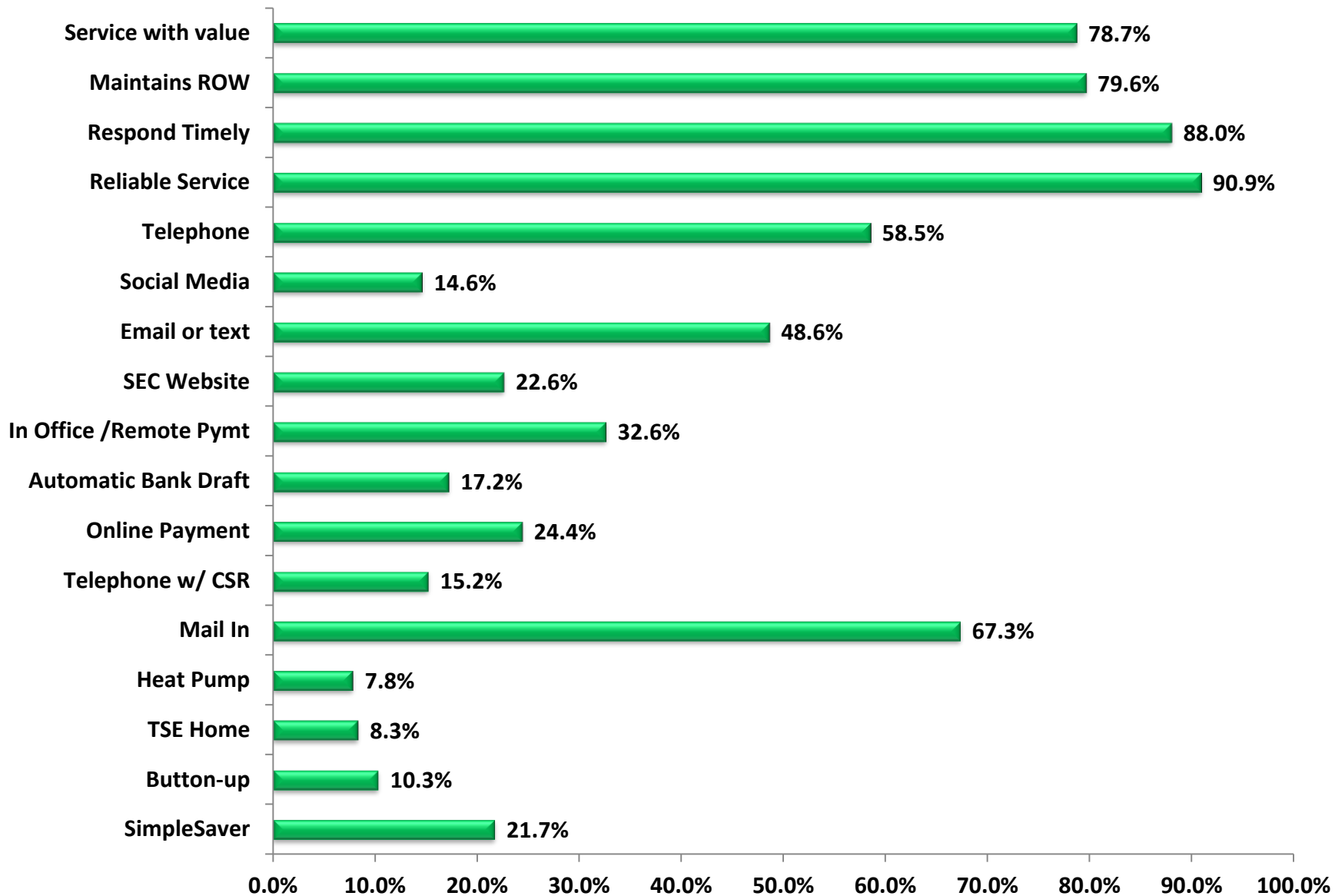
How Well Do You Think Shelby Energy Cooperative Compares With That Ideal Utility Company?



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

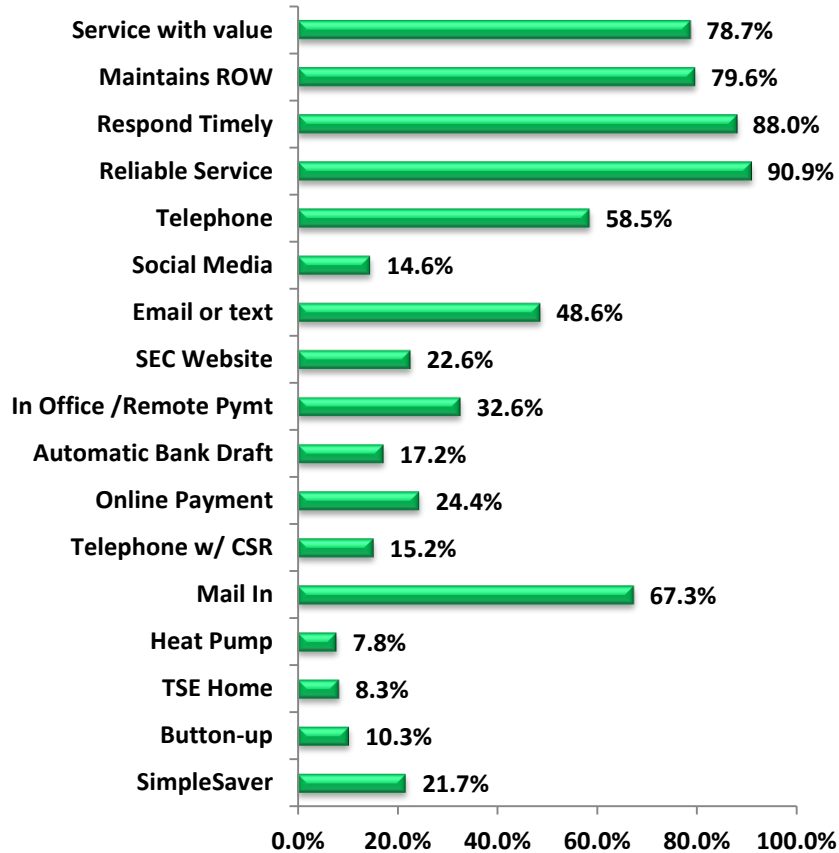


Ratings Combining the Top Two Scores on a 5-Point Scale

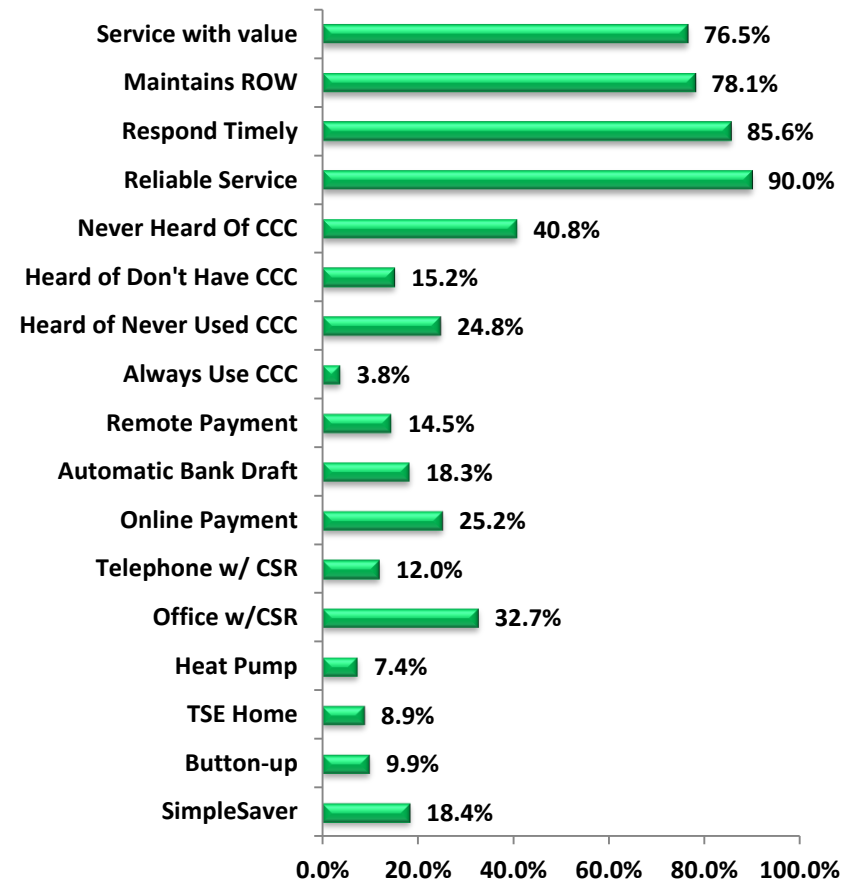


2013/2014 Comparison

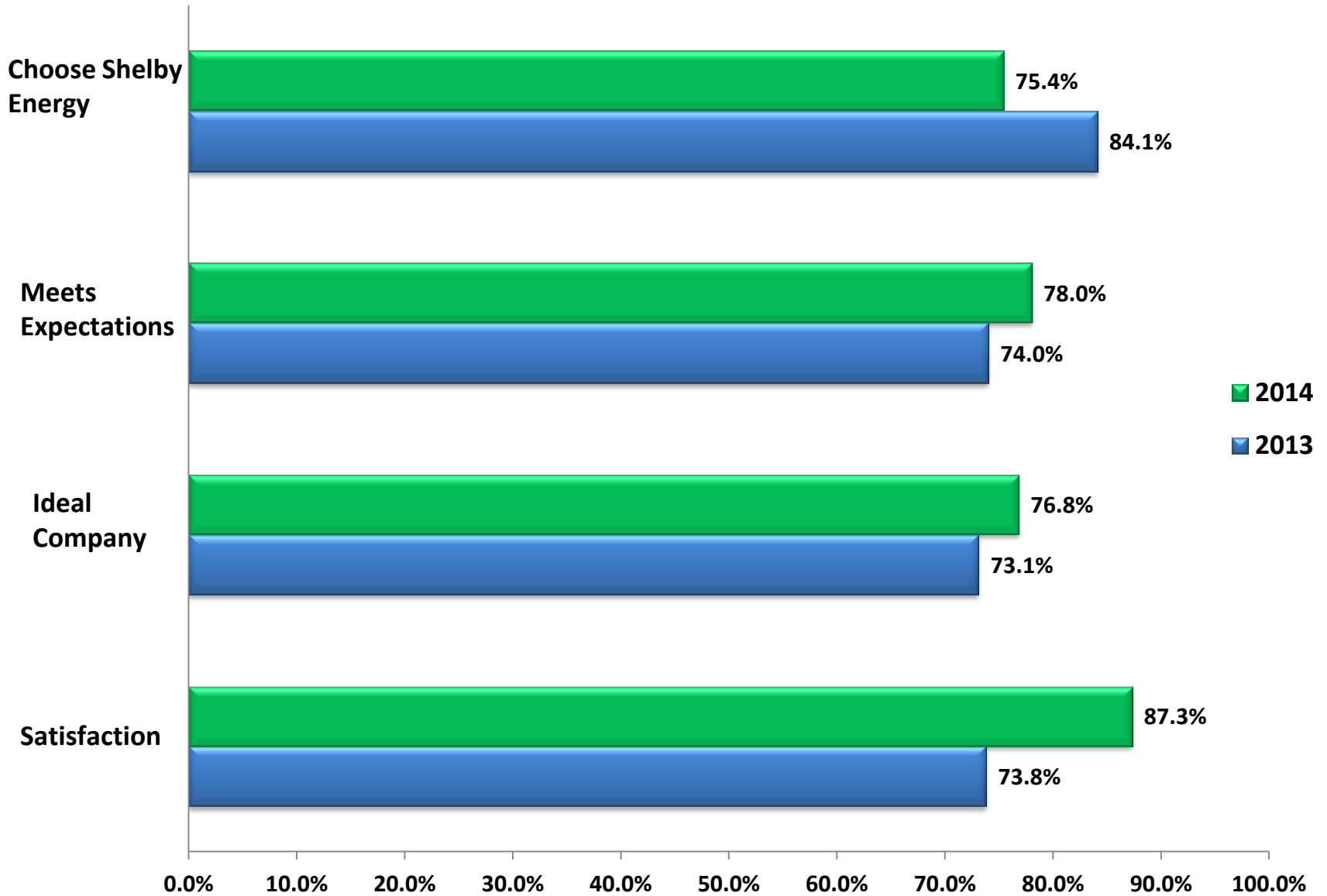
Ratings Combining the Top Two Scores on a 5-Point Scale 2014



Ratings Combining the Top Two Scores on a 5-Point Scale 2013



Ratings Combining the Top Three Scores on a 10-Point Scale



Overview of Comments

- ▶ **Nearly 24% (338 Customers) provided additional comments.**
- ▶ **In general, there were positive comments concerning member service.**
- ▶ **The most negative comments were concerning high bills and right-of-way issues.**
- ▶ **The comments reveal that more members have knowledge of all the programs that Shelby Energy offers in comparison with the 2013 responses. There is a larger portion of members that are participating in at least one Shelby Energy program.**

Annual Survey Return Rate History

- **2014 Annual Survey:**
12,764 surveys were sent out and 1,422 were returned or a 11.14% return rate.
- **2013 Annual Survey:**
12,569 surveys were sent out and 1,101 were returned or a 8.76% return rate.
- **2012 Annual Survey:**
12,346 surveys were sent out and 1,512 were returned or a 12.25% return rate.

American Customer Satisfaction Index (ACSI)

- 250 randomly selected surveys submitted to ACSI for scoring – results completed December 01, 2014.
- The 2014 third 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 83.
- The response rate (*confidence level of 95%*) provided enough data to establish a satisfaction rating of 82.
- Shelby Energy’s ACSI score history is as follows:
2012 – 84% 2013 – 81% 2014 – 82%