



Shelby Energy  
Cooperative

A Touchstone Energy<sup>®</sup> Cooperative 

# 2021 Annual Member Satisfaction Survey

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# Background

- Online survey was available at [www.shelbyenergy.com/survey](http://www.shelbyenergy.com/survey)
- Period:  
July 2021 – September 2021
- Survey invitations sent via e-mail, social media and bill message
- Response:  
2019 – 1,356 *(mail-in only)*  
2020 – 302 *(online with printable option)*  
2021 – 486 *(online only)*
- This data was used to gather member satisfaction ratings to be used to determine an American Consumer Satisfaction Index (ACSI) score.

Year	ACSI Score
2016	86
2017	85
2018	86
2019	88
2020	90
2021	89

One respondent from each of Shelby Energy's Service Districts is drawn to receive a \$200 bill credit.

## **\$200 Drawing Winners**

Earl Schneider – Simpsonville

Michael Richardson – Eminence

Allison Willhoite - Carrollton

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Complete

Name\*

Email

Phone\*

Address\*

Address 2

City/Town\*

State/Province\*

- Select - ▼

ZIP/Postal Code\*

Account Number:\*

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Member Satisfaction Survey  
Page 1 – Member Information

**Please answer the following questions regarding Shelby Energy's New SmartHub service.**

Shelby Energy's SmartHub was introduced to members in April 2021. SmartHub allows members to manage their energy use, make payments, report outages and more. Learn more at [www.shelbyenergy.com/smarthub](http://www.shelbyenergy.com/smarthub).

	Yes	No	Unsure
Are you currently using SmartHub to manage your account?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Do you use the SmartHub mobile app?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Do you feel that SmartHub helps you better understand your energy usage?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Do you feel that SmartHub has simplified the payment process?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Would you like additional information about payment options and SmartHub features?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

# SmartHub Adoption

The SmartHub portion of the survey was intended to gauge knowledge and use of SmartHub. Members that requested additional information or marked “unsure” were e-mailed an introduction to SmartHub and an invitation to register.

SMARTHUB QUESTIONS	YES	NO	UNSURE
Are you currently using SmartHub?	339	131	16
Do you use the mobile app?	241	233	10
Do you feel that SmartHub helps you understand your energy usage?	243	62	178
Do you feel that SmartHub simplifies payments?	281	68	132
Would you like additional info?	124	312	47

**Using a scale of 1 to 5, where "1" means "least preferred" and "5" means "most preferred", please rate Shelby Energy's payment options:**

**Mail Payments**

How would you rank your preference for mailing your payments to Shelby Energy?



**Telephone Payments- Automated or Representative**

How would you rank your preference for making over-the-phone payments with our automated phone service?



**Online Payments**

How would you rank your preference for making online payments at shelbyenergy.com or by using the "ShelbyEng" mobile app?



**AutoPay**

How would you rank your preference for having your monthly payments automatically deducted using the AutoPay Service?

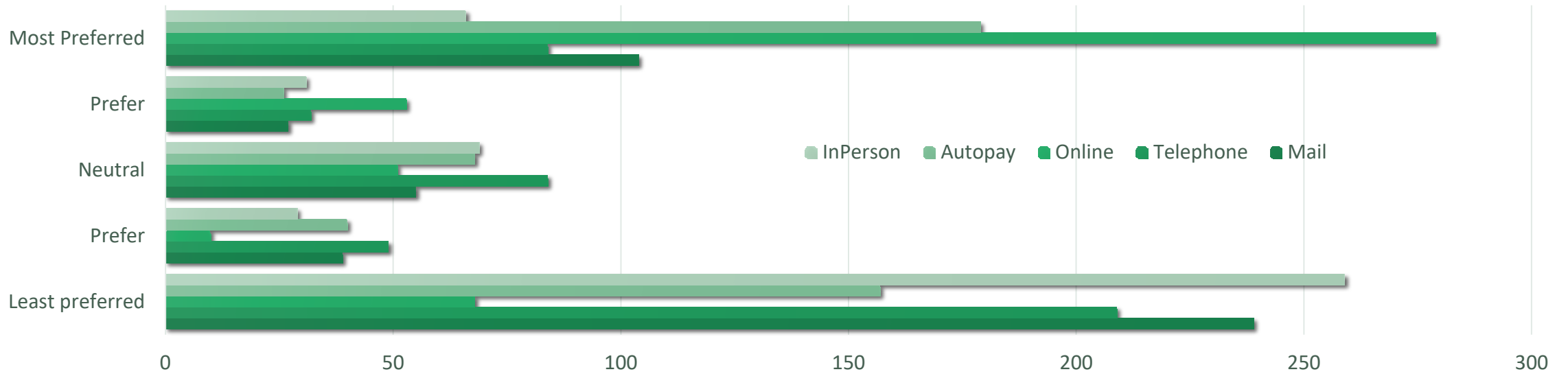


**In-Person**

How would you rank your preference for making payments at the Shelby Energy office or one of the 3 Remote Payment locations?



# Payments



	Least preferred	Prefer	Neutral	Prefer	Most Preferred
InPerson	259	29	69	31	66
Autopay	157	40	68	26	179
Online	68	10	51	53	279
Telephone	209	49	84	32	84
Mail	239	39	55	27	104



**Using a scale of 1 to 5, where "1" means "least preferred" and "5" means "most preferred", please rate your preferred communication method:**

**ShelbyEnergy.com**

Do you prefer to receive Cooperative news and updates on events, programs and outages via Shelby Energy's website, ShelbyEnergy.com?



**E-mail or Text Messaging**

Do you prefer to receive Cooperative news and updates on events and outages by electronic means, such as e-mail or text messaging?



**Social Media**

Do you prefer to receive Cooperative news and updates on program, events and outages by use of social media, such as Facebook and Twitter?

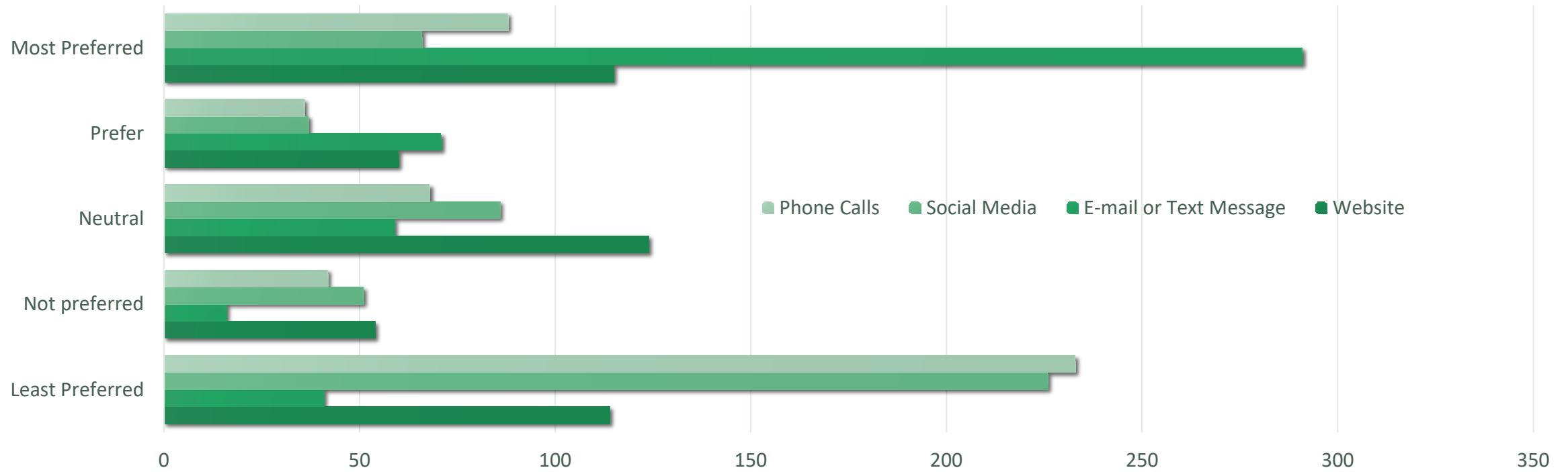


**Telephone Calls**

Would you prefer to receive Cooperative news and updates on program, events and outages by receiving phone calls or automated voice messages?



# Communication



	Least Preferred	Not preferred	Neutral	Prefer	Most Preferred
Phone Calls	233	42	68	36	88
Social Media	226	51	86	37	66
E-mail or Text Message	41	16	59	71	291
Website	114	54	124	60	115

See comments.

Using a scale of 1 to 5, where "1" means "strongly disagree" and "5" means "strongly agree", rate Shelby Energy's service in the following areas:

**Reliability\***

Shelby Energy provides reliable service.



**Response\***

Shelby Energy provides a timely response to outages and service issues.

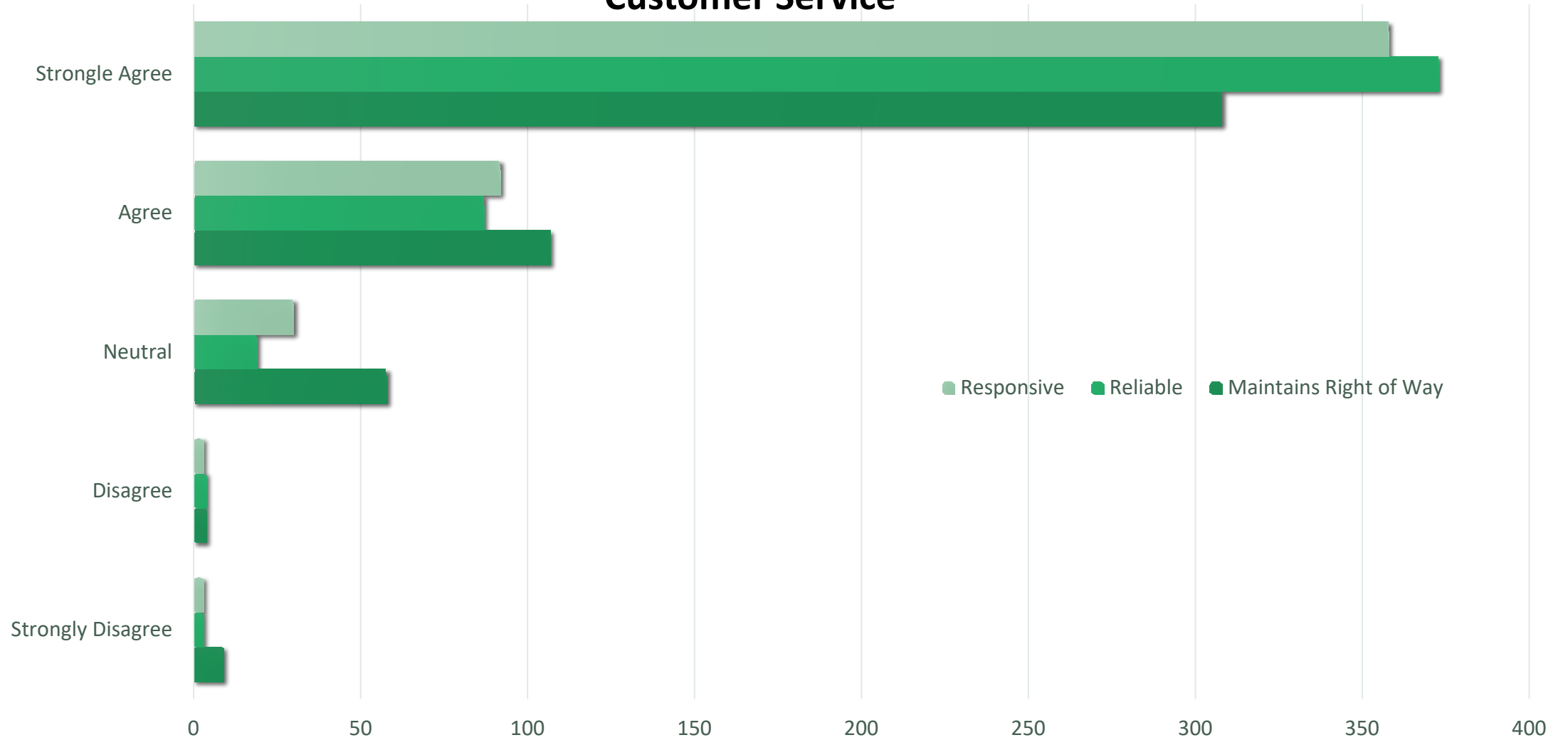


**Right-of-Way\***

Shelby Energy efficiently maintains right-of-way.



# Customer Service



	Strongly Disagree	Disagree	Neutral	Agree	Strongle Agree
Responsive	3	3	30	92	358
Reliable	3	4	19	87	373
Maintains Right of Way	9	4	58	107	308

Using a scale of 1 to 10 stars, where "1 star" is the lowest and worst and "10 stars" rates the highest and best, please rate Shelby Energy on the following questions:

**Satisfaction\***

How satisfied are you with Shelby Energy Cooperative?



**Comments**

If you selected a score lower than "5 stars", please share your concern(s) or reason(s) so that we might be better able to serve you in the future?

**Expectations\***

To what extent does Shelby Energy measure up to the expectations you might have for a utility company?



**Comments**

If you selected a score lower than "5 stars", please share your concern(s) or reason(s) so that we might be better able to serve you in the future?

**Ideal\***

When you imagine an "ideal" utility company, how well do you think Shelby Energy Cooperative compares to that ideal?



**Comments**

If you selected a score lower than "5 stars", please share your concern(s) or reason(s) so that we might be better able to serve you in the future?

**Choice\***

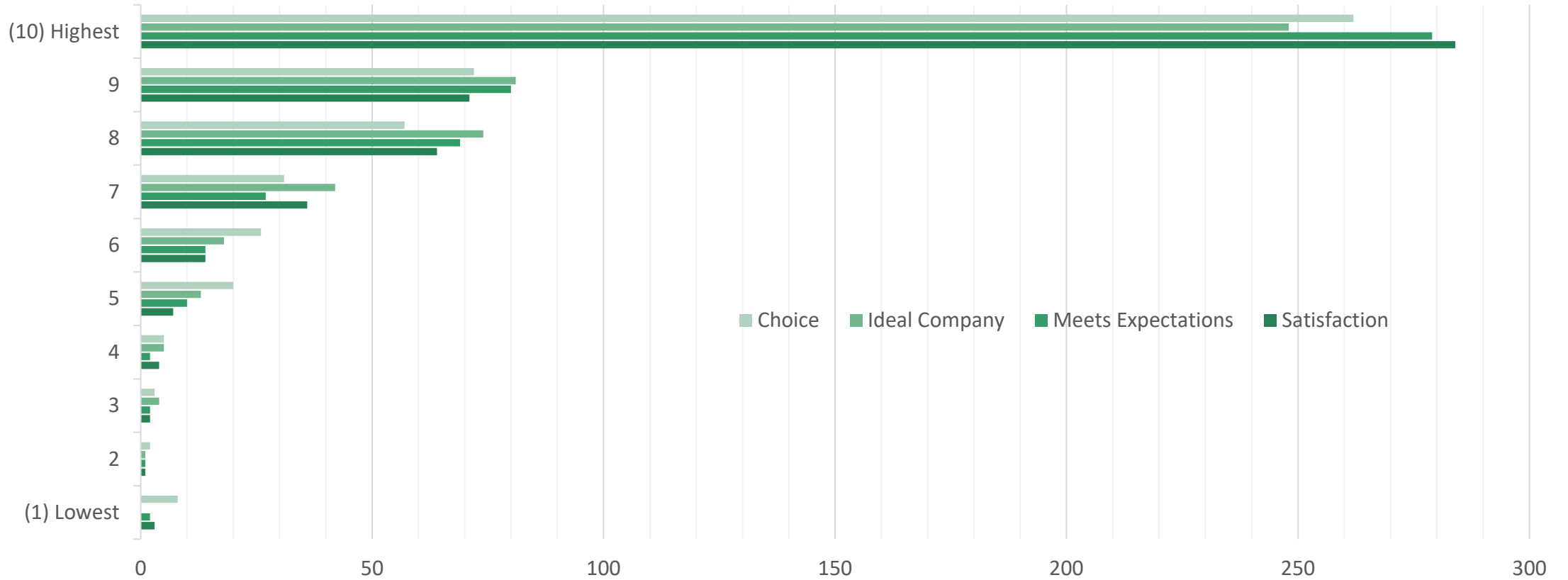
Assuming you could choose from more than one utility company, how likely are you to choose to be served by Shelby Energy Cooperative?



**Comments**

If you selected a score lower than "5 stars", please share your concern(s) or reason(s) so that we might be better able to serve you in the future?

# ACSI Questions



	(1) Lowest	2	3	4	5	6	7	8	9	(10) Highest
Choice	8	2	3	5	20	26	31	57	72	262
Ideal Company	0	1	4	5	13	18	42	74	81	248
Meets Expectations	2	1	2	2	10	14	27	69	80	279
Satisfaction	3	1	2	4	7	14	36	64	71	284

## “How satisfied are you with Shelby Energy?”

### Comments

- Since update cannot get logged into website and no longer get bill by email. Bills do not get processed timely when mailed and fees associated with paying by phone or online are not ideal.
- Thank you to the linemen for all their endless hard work
- I have no major issues but with all things in life things could always be improved.
- Would like advance notice of intent to trim trees on property
- I liked the previous app better. It gave you confirmation numbers and made me more confident that payment was submitted.
- Talked to rep concerning ruts caused by line clearing weeks ago. Have not heard a word since it
- • As a new customer to Shelby energy cooperative, I have been established many other energy enterprises but Shelby energy Cooperative has by far been the best establishment I've ever been affiliated with other companies but with s.e.c their prepaid accounts has been the most appreciated offer. It has allowed us to successfully keep up with our bill. What a blessing we always know where we stand no reconnect fees for my family of five, I believe all incorporation should follow Shelby energy cooperation. We 100% love Shelby energy Cooperative Thank you for making bill paying easy!
- To many charges that don't relate to my electric usage
- "Shelby Energy offers the most reliable service.
- The cost is competitive.

## “How satisfied are you with Shelby Energy?”

### Comments cont.

- Customer satisfaction is a high priority for Shelby’s staff. "
- power does go off from time to time, but outage doesn't usually last long
- Great response always
- Contractor for right of way sprayed and killed our evergreen tree after we requested that it be topped out. They didn't need to kill the tree only needed to trim it. I am very upset in the way this was handled.
- the job of an electric company is to provide electricity, not push liberal agenda with stealing 18 percent fantasy charge for co2 emissions. i was appalled when it was 11 %.
- Overall, we a happy with our service, however, we have lost power several times with no explanation. We have only lived in this house for a year but this summer, maybe late spring we have lost power no less than four times. It seems to just be isolated to our surrounding area and when I check the outage map and we are always among the first customers to lose power. It's not like we are losing power because of a storm either. It always happens on a weekend when the offices are closed, and everything is automated. And then there is no follow up to us to let us know why we are losing power. I am in the processes of preserving our garden harvest and cannot afford to lose what is in my fridges and freezers. I have been in the middle of cooking while the power goes out. I don't know if it is happening on purpose or random, but it is beyond frustrating.



## “How satisfied are you with Shelby Energy?”

### Comments cont.

- Extremely expensive (prepay), no Grace period, financially draining, unreal cost
- It took us 7 months to get new service. The communication during that period was unacceptable and it took direct communication with the VP to get things done.
- Extra charges seem steep
- Great customer service!!!! Every time a question or concern comes about. Shelby Energy always provides an answer
- Communication is lacking - we had no idea that you had switched to smart hub until we received an overdue invoice, and we were on autopay.
- "Hopefully repairs to get my service back on because of storm or other bad weather. In the past this was not dependable nor user friendly
- There was insufficient clean of broken limbs etc. post newest repair of lines.
- We are very satisfied with billing and customer service
- "I have filing that I pay more than it's reporter"
- What little I have needed to contact them on things they have been right there on top of everything ðŸ’
- New app and website for payments are bloated confusing and complicated
- If the stars are low it's because I don't use that service so I don't know or don't have knowledge of what was asked.

## “How satisfied are you with Shelby Energy?”

### Comments cont.

- Very good service
- Shelbyville energy is very reliable service provider.
- Love my service with you guys and love the culture/community feel of Shelby Energy.
- Power goes off or fluctuates all the time mainly due to power lines not being kept clear from trees etc.
- Prices a little too high. Wish you had more incentives for Solar.
- I don't like having to do prepay service but when I was on monthly payments, I couldn't get my bill due until after I got my SS check and I would get cut off and have to pay disconnect and reconnect fees. Then I was expected to pay an outrageous deposit and had to go prepay.
- Having issues with power surges, was told not Shelby Energy problem but it continues to happen especially when it rains/storms. So why bother to call back. I just pray my house doesn't burn down.
- Because of the number of outages, we've had recently
- Even during bad storms, we seldom lose service and if we do it is restored quickly
- I have lived in several states and counties and Shelby Energy has, by far, been the most efficient and friendly power company. Thank you!

“To what extent does Shelby Energy measure up to the expectations you might have for a utility company?”

### Comments

- Better options for billing and bill pay, I had to request emailed bills along with mailed bills due to not getting mailed bills some months, and no longer get email bills since the website update and am unable to log in to website since update.
- Better rates with other companies
- No concerns just request to make all bill collecting companies to follow Shelby energy cooperative systems
- Always respond quickly
- We have lost power at minimum four times in the last few months, and we have had this service right at a year. I have never had this much power loss for no apparent reason with LG&E and we had their service for 20 years prior to our move. It's ridiculous.
- It's reliable but way too overpriced. I have to decide between food or electric at times
- Love my energy company always striving to keep our costs down and in 20 years we were only without power for 7 hours during one of the worst snow and ice storms ever. They are great!!
- I expected faster service and better communication and your rates are higher than KU
- I pay the bills by mail with no issues.
- Lack of details of hooking up a home solar system and the process required to do that
- Very good and reliable service
- Very well. This summer I've had a few unexpected outages but they were corrected very quickly with a crew

“To what extent does Shelby Energy measure up to the expectations you might have for a utility company?”

**Comments cont.**

- better customer service and more friendly attitude from personnel at the counter. They certainly are accommodating and nice to people who can't pay their bill but when you are an on time and pay more type of customer they are not courteous or helpful. Just give your money and get out, in comparison to "OH, I am so sorry you can't pay your bill we have many options to help you."
- Need more incentives for solar
- Your rates are higher than the other electric company and when I had them, I didn't have these problems.
- More power outages than previous residence with LG & E
- Never provided with information regarding outages when calling to inquire, always normally told "Have no idea". Also, techs came to check some stuff and turned off my electricity without informing me and I was working as I work from home and that was not a good thing due to losing a lot of information because I did not have the chance to save it.
- Couldn't ask for better
- When I first moved to Henry County 4 years ago, the reliability was AWFUL. The power would just go out for hours for no particular reason (there was no weather event to cause an outage, etc.). I will say that you all have improved immensely since then, and you are very responsive.

# “When you imagine an “ideal” utility company, how well you think Shelby Energy compares to that ideal ?”

## Comments

- It would be wonderful if homeowners could be included in some kind of solar programs that would provide some form of installation of a system or assistance with the cost to install. With a solar power sharing program. Anytime energy can be gathered and supplied with less carbon footprint and work towards reductions in energy cost for all it is a win - win.
- Better rates at other companies with same level of quality
- They did not have to have a crazy large deposit.
- Too much focus is put on "renewable" energy at the expense of my checking account both in my energy bill and my taxes. The best way to help the poor is with cheap energy. We need to stop pretending we are "green" and go ahead and use options that have been made clean or are clean - such as coal (made clean) and natural gas (clean).
- Other utility companies don't hold community events like Shelby Energy does.
- None the leadership pushes it political beliefs (no facts) on all consumers.
- Only had Ig&e ku before and they were top notch so I€™m hoping Shelby energy will be the same
- Ideal is a strong word. Shelby Energy is very good at keeping the lights on and trying new things.
- Fix whatever is making the power go out constantly.
- I really enjoy the Kentucky Living magazine. I read every word and then pass it on to someone else.
- SE doe a decent job of keeping the electrons flowing...and when there is an outage, whether or not you are pretty quick getting us back online. (I had a transformer blow in the middle of the night and it was just about an hour for a repair to arrive and complete. --that's very good.) HOWEVER,...I wish there was a more expansive solar/hydro source option. I DO KNOW ABOUT the solar buy-in. BUT I am on a fixed income and to buy in upfront for \$400+ in one shot is beyond what my budget can do. A payment/paydown purchase would be wonderful and more likely for me to budget for."
- I'd rather have produce my own electric thru solar
- Living in very rural areas, it is like we don't exist

“Assuming you could choose from more than one utility company, how likely are you to choose to be served by Shelby Energy?”

## Comments

- I hope and would give anything to be able to choose. When I find another home, it must have Shelby energy cooperative.
- "This is difficult to answer. You're asking me to compare Shelby Energy to an option that I can't compare it to. I would have to know what options there are before I could say ""yes I'd choose to be served by Shelby Energy."" For example, does the other utility offer lower rates? Do they offer internet services? Etc.
- Honestly if I had known my new property was not served by lg&e ku I would not have purchased it. It took months to have service put it and I understand covid slowed everything down. My concern is Shelby energy is a small coop I would really like info on how you function as in where you get your power an are there alternatives if one source goes down an can you handle a major down-age even. Guess I need to do more research an experience with you.
- MUCH better than LG&E
- If there was a cooperative with a better grasp on utilizing technology efficiently, I would go with them.
- At this point I would consider switching if I had the option. We keep losing power.
- I would choose the lower rate at KU and the better customer service.
- I might if it was sourced other than coal and still at an affordable rate.
- Other places are cheaper.
- I have been a Kentucky Utilities Company employee for 41 years. Kentucky Utilities Co has won 1st place several years consistently in the JD Powers Midsize Utilities Customer Service category. LGE-KU customer rates are lower than Shelby Energy. These are reason I would choose KU over SE.
- Pricing is crazy.
- Whatever is cheapest using a combination of wind, solar, nuclear, natural gas, coal. With emphasis on renewables
- Keep up the good work!!
- I will see how it is after a year. I would like to see more solar panel offers as other utility companies had done in the past.