



Shelby Energy  
Cooperative

A Touchstone Energy Cooperative 

# 2019 Annual Member Survey

# Background

The Annual Member Survey is designed to gather information from members to learn how we can better serve them and address any issues that are brought to our attention through the survey.

In July 2019, 13,101 surveys were sent to members with their monthly bills.

Response Rate = 10.4% (1,356 returned surveys)

This data was used to gather member satisfaction ratings to be used in the American Consumer Satisfaction Index (ACSI).

# Question 1

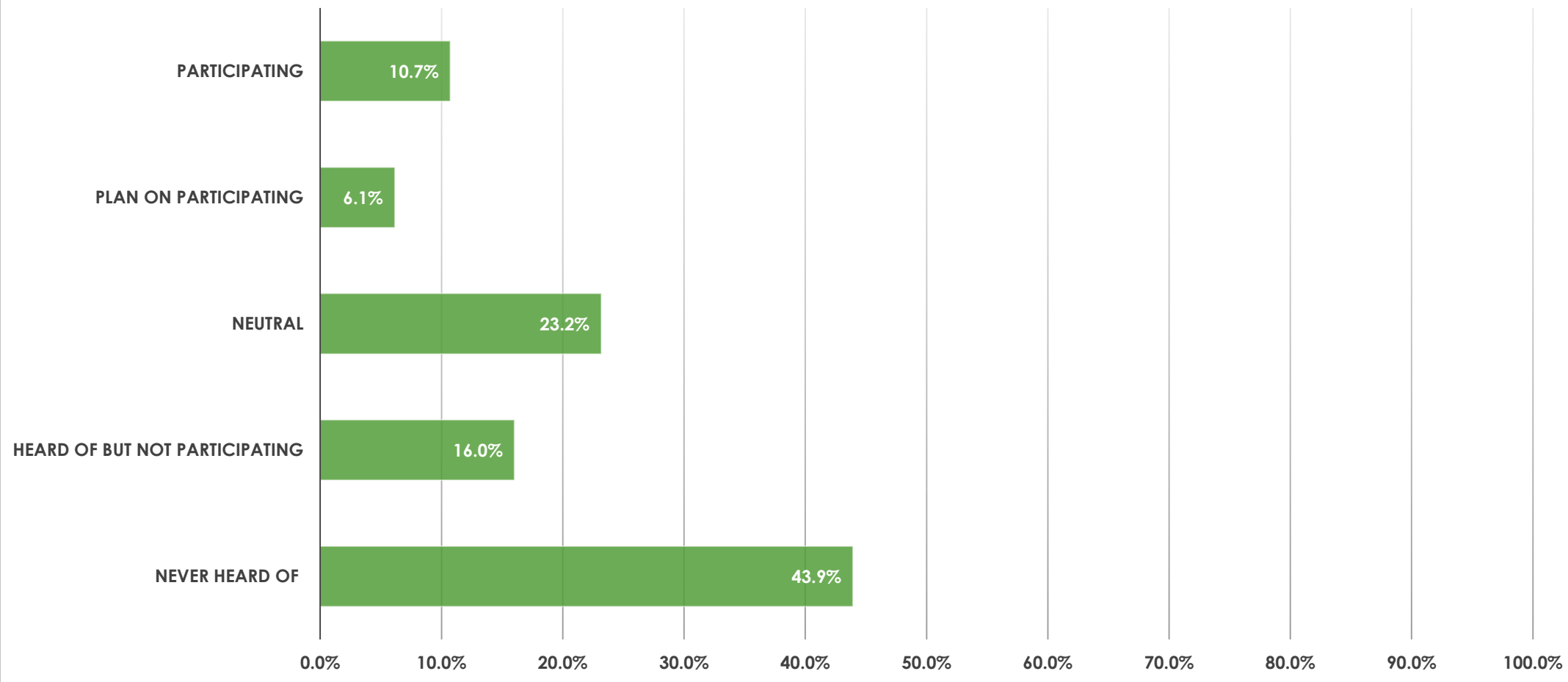


What is your experience or knowledge regarding the following programs offered to Shelby Energy members?

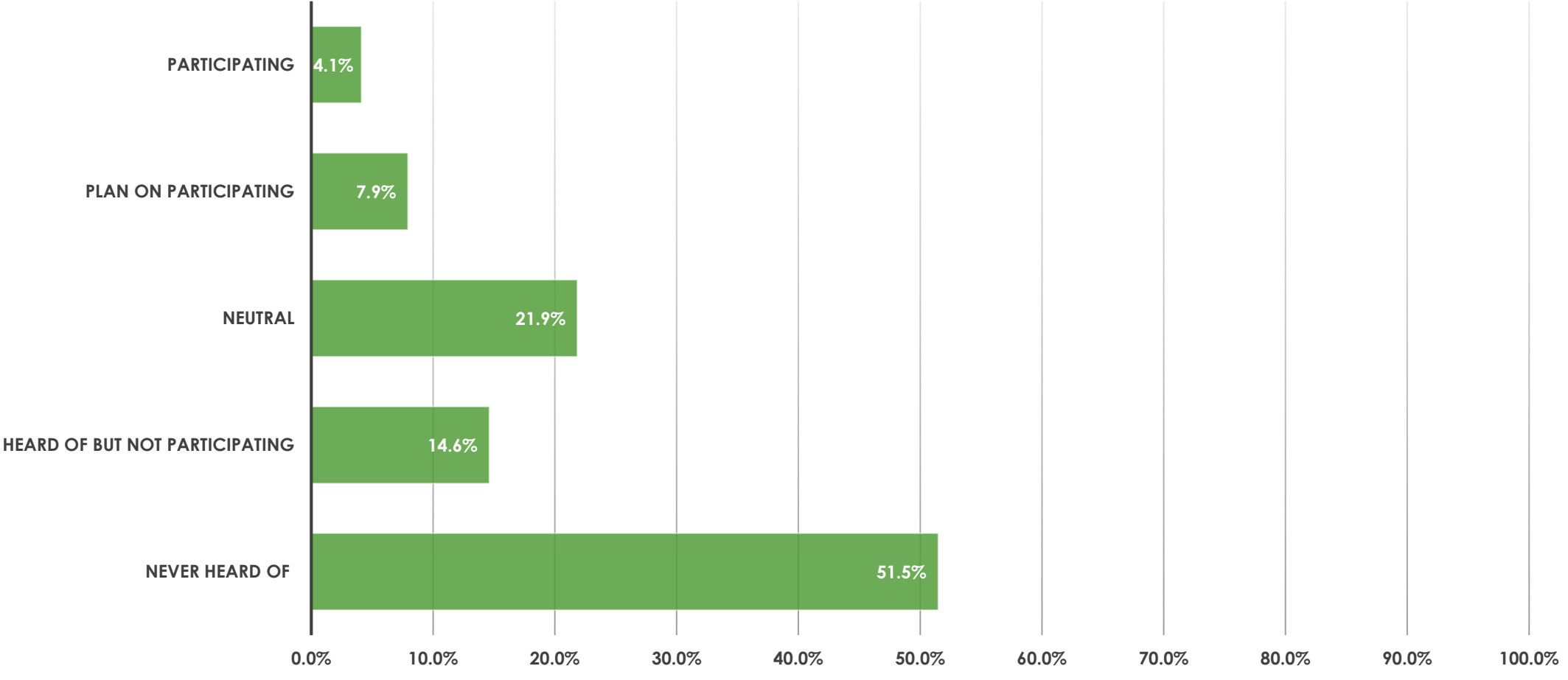
*(Using a scale of 1 to 5, where "1" means "never heard of the program" and "5" means "participating in the program".)*

- a. Simple Saver Program
- b. Button-Up Weatherization Program
- c. Touchstone Energy Home Program
- d. Heat Pump Retrofit Program
- e. Cooperative Solar Program

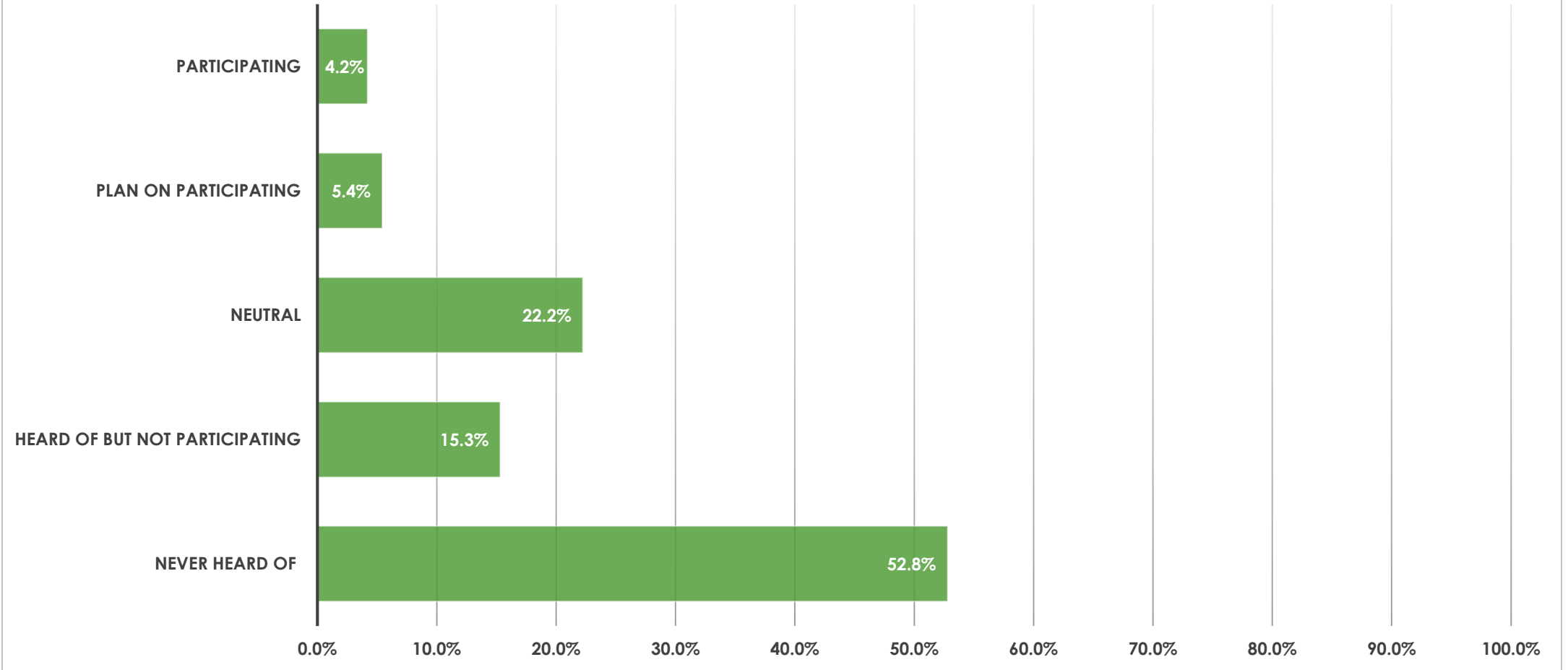
## SimpleSaver Program



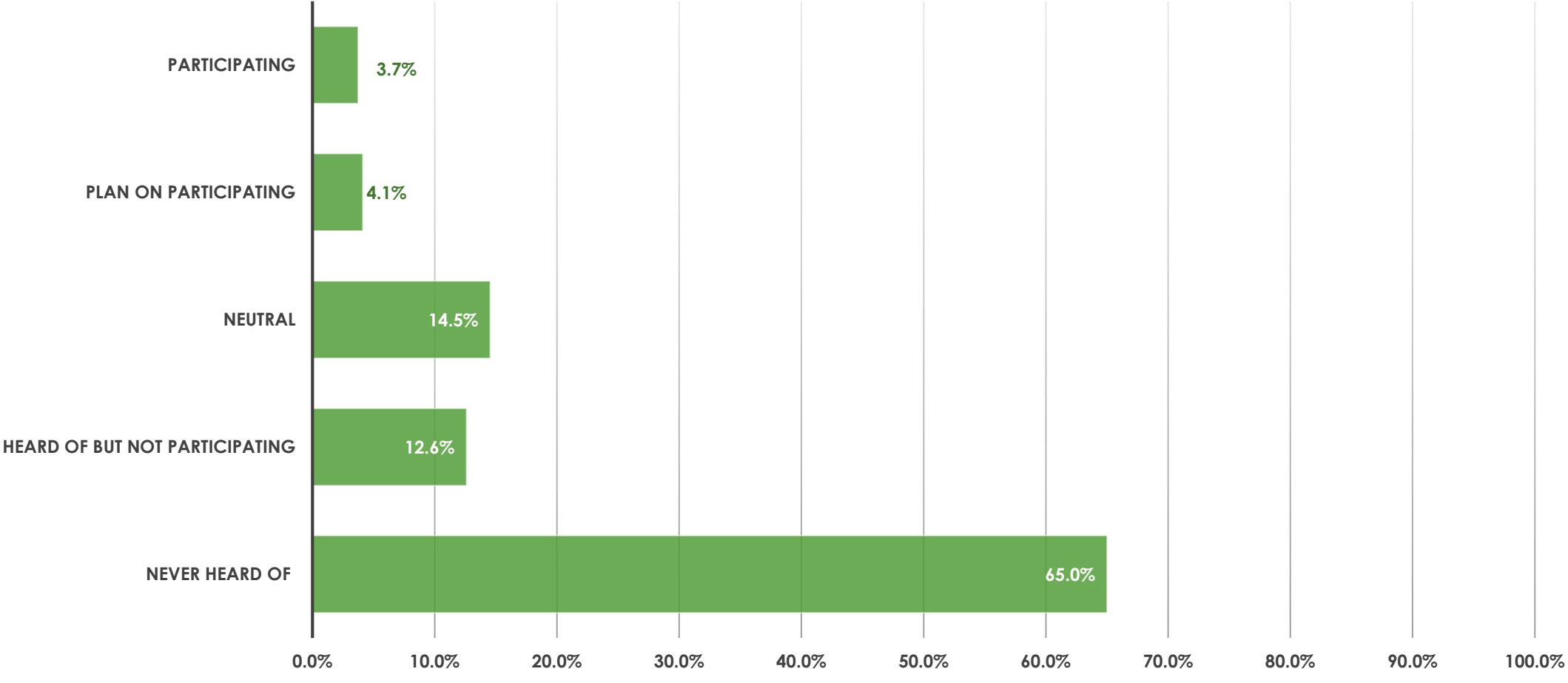
# Button-Up Weatherization Program



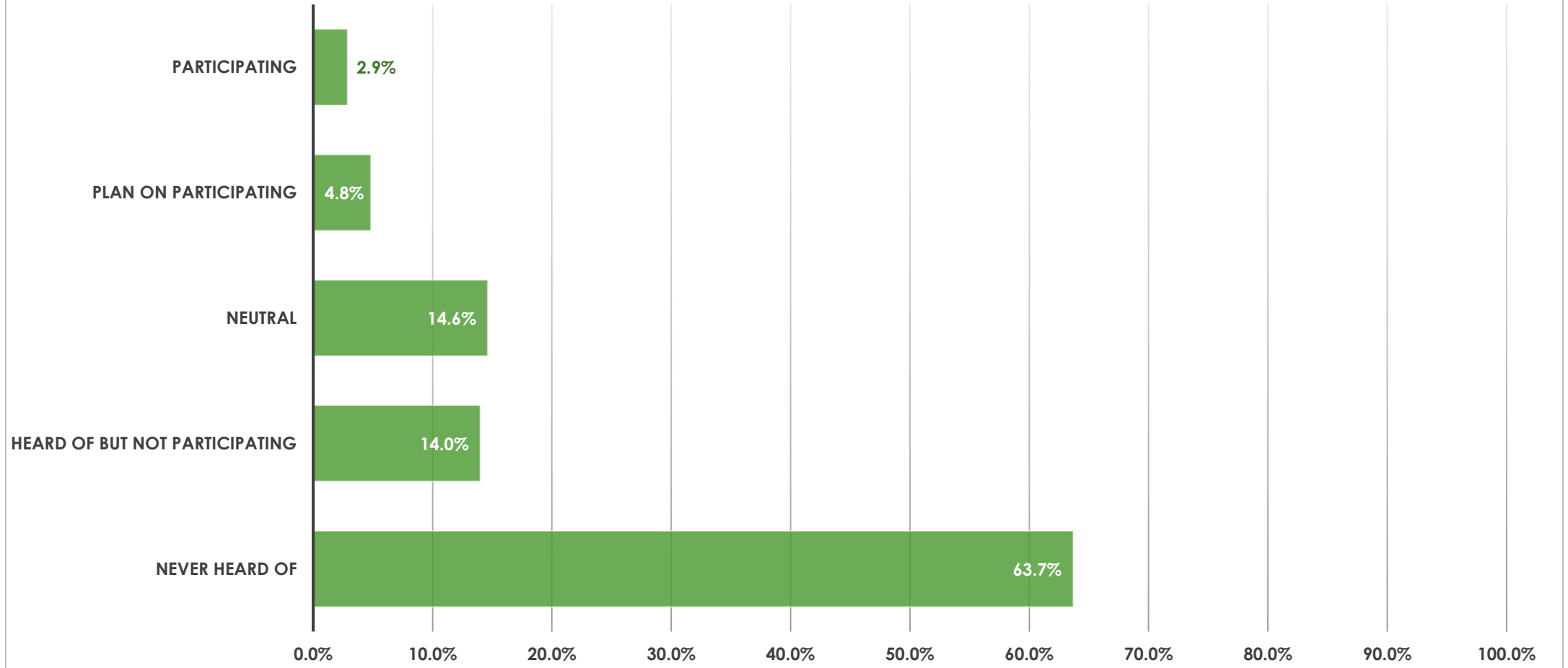
## Touchstone Energy Home Program



# Heat Pump Retrofit Program



## Cooperative Solar Program





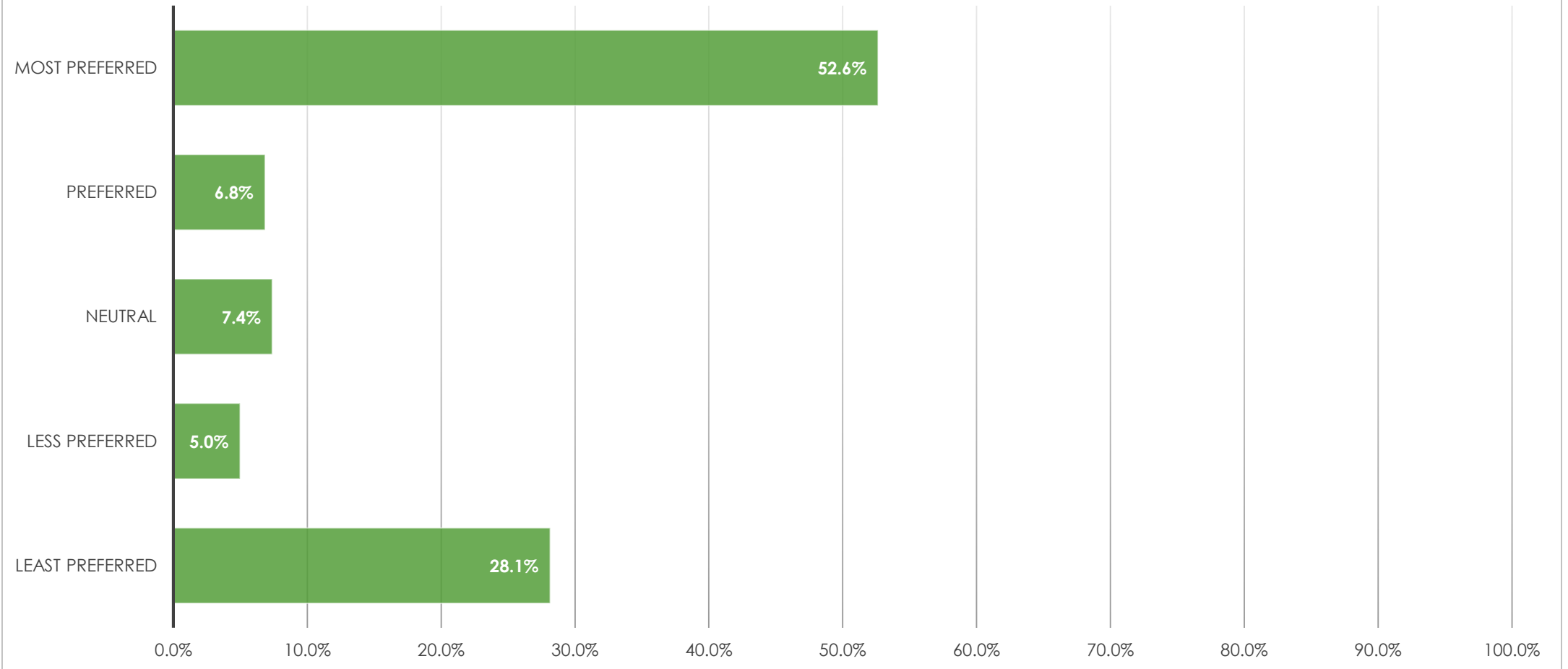
# Question 2



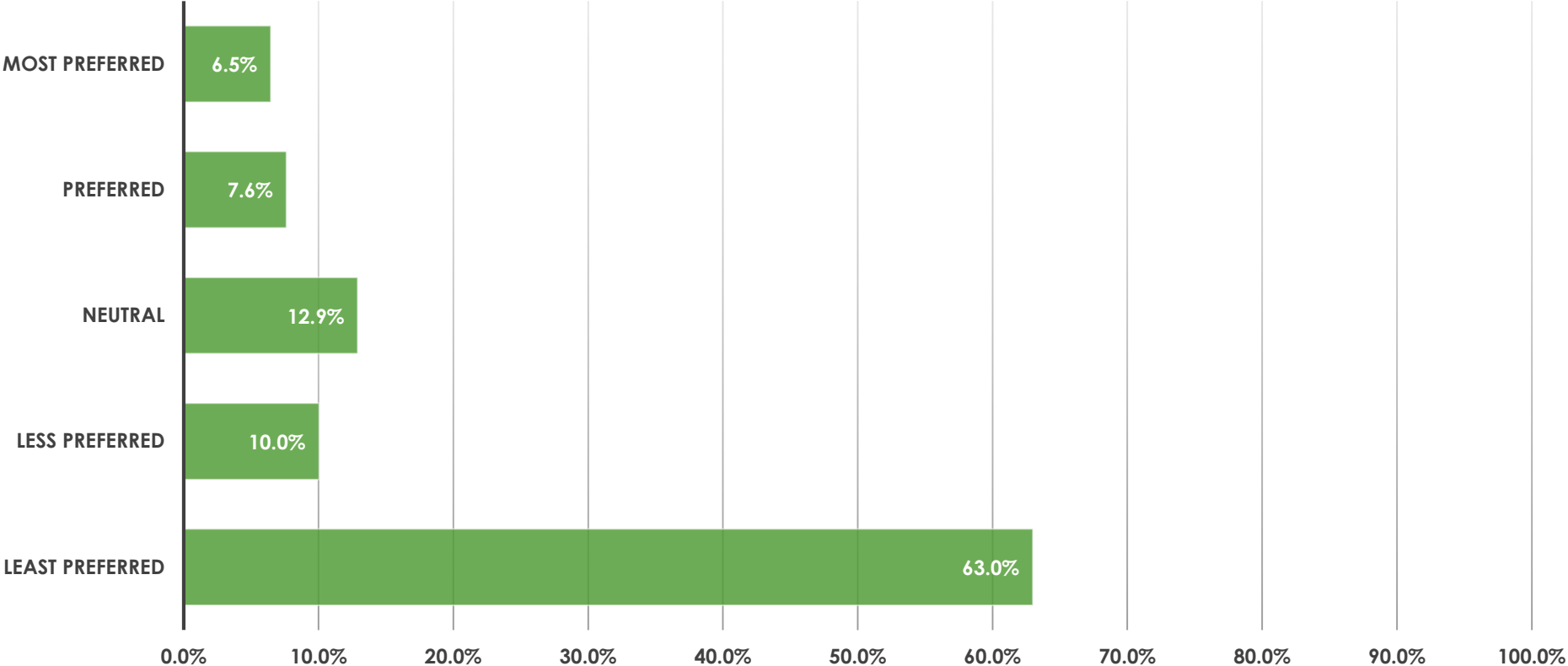
Which of the following methods do you prefer when paying your monthly electric bill? *(Using a scale of 1 to 5, where "1" means "least preferred" and "5" means "most preferred".)*

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

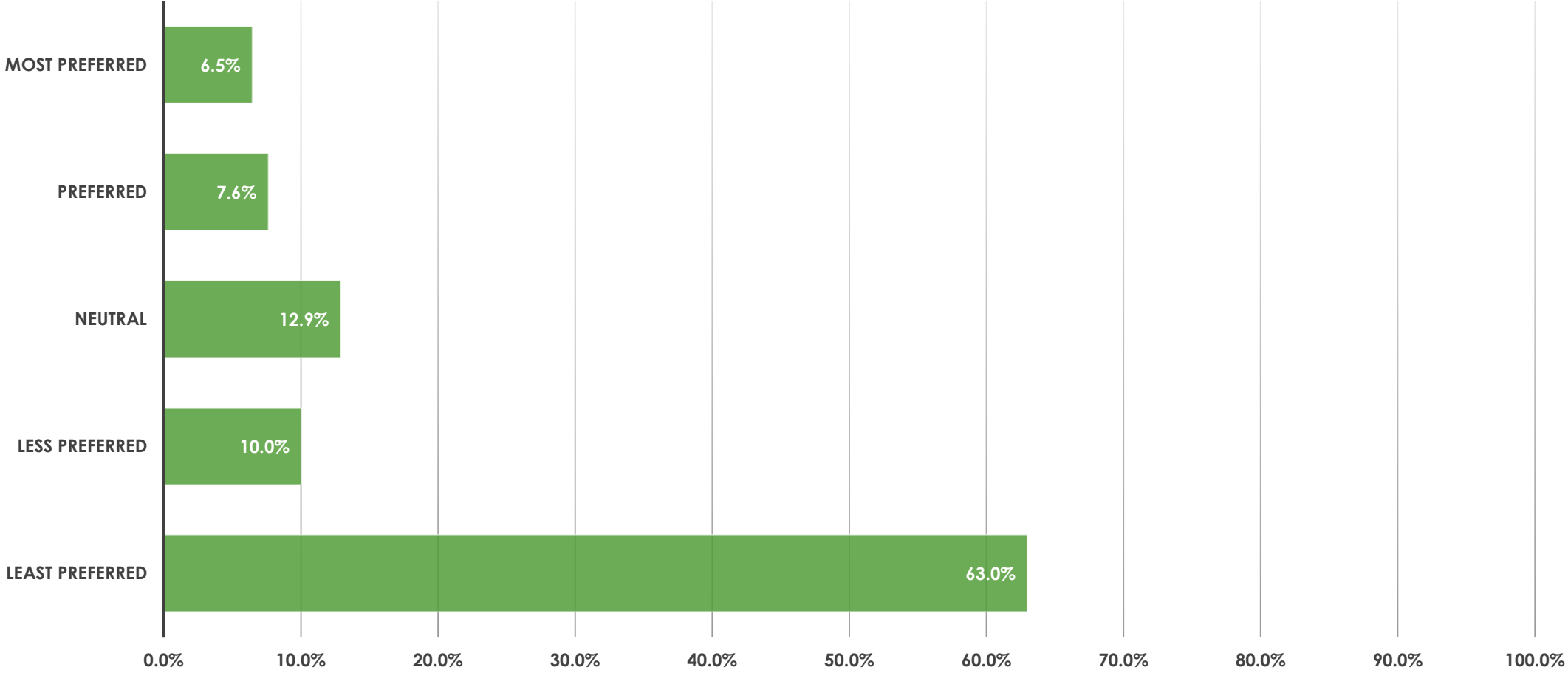
## Mail-In Payments



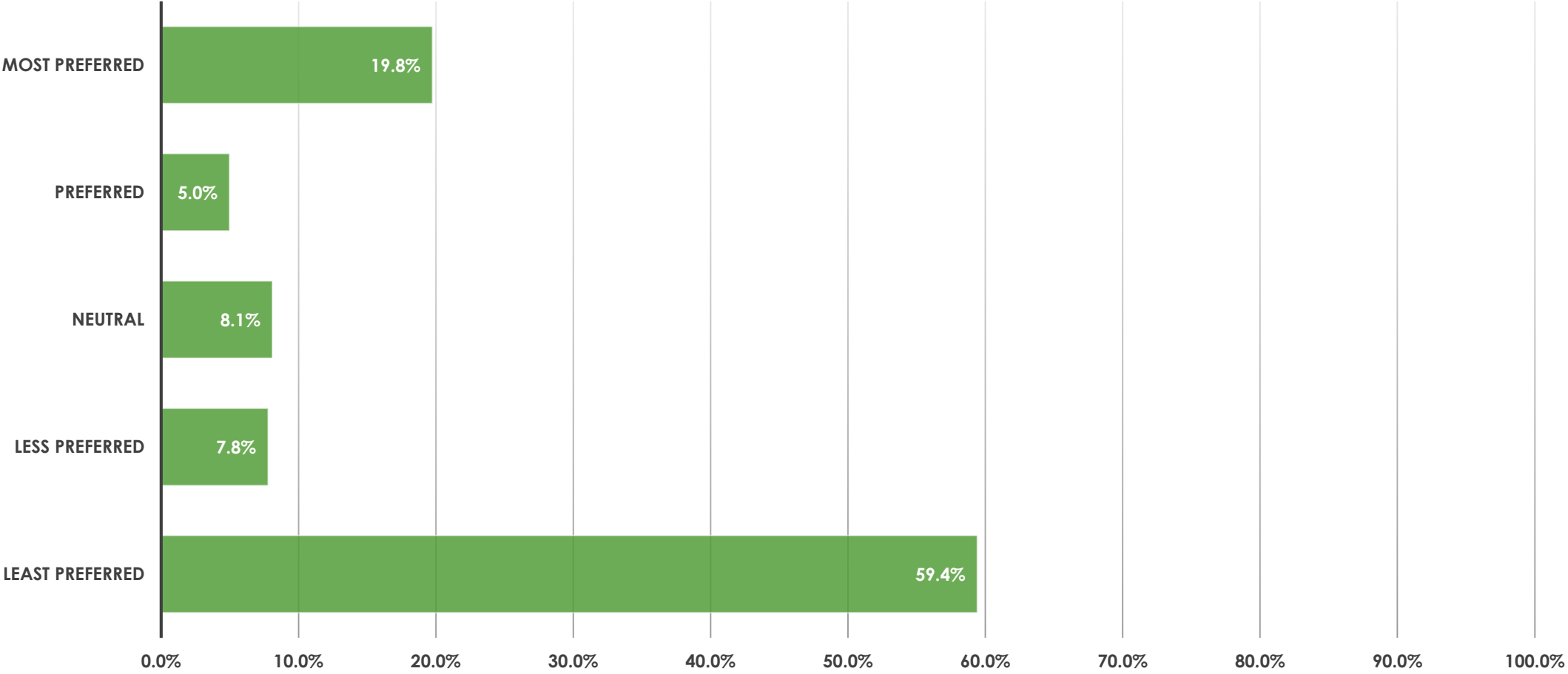
# Telephone Payments



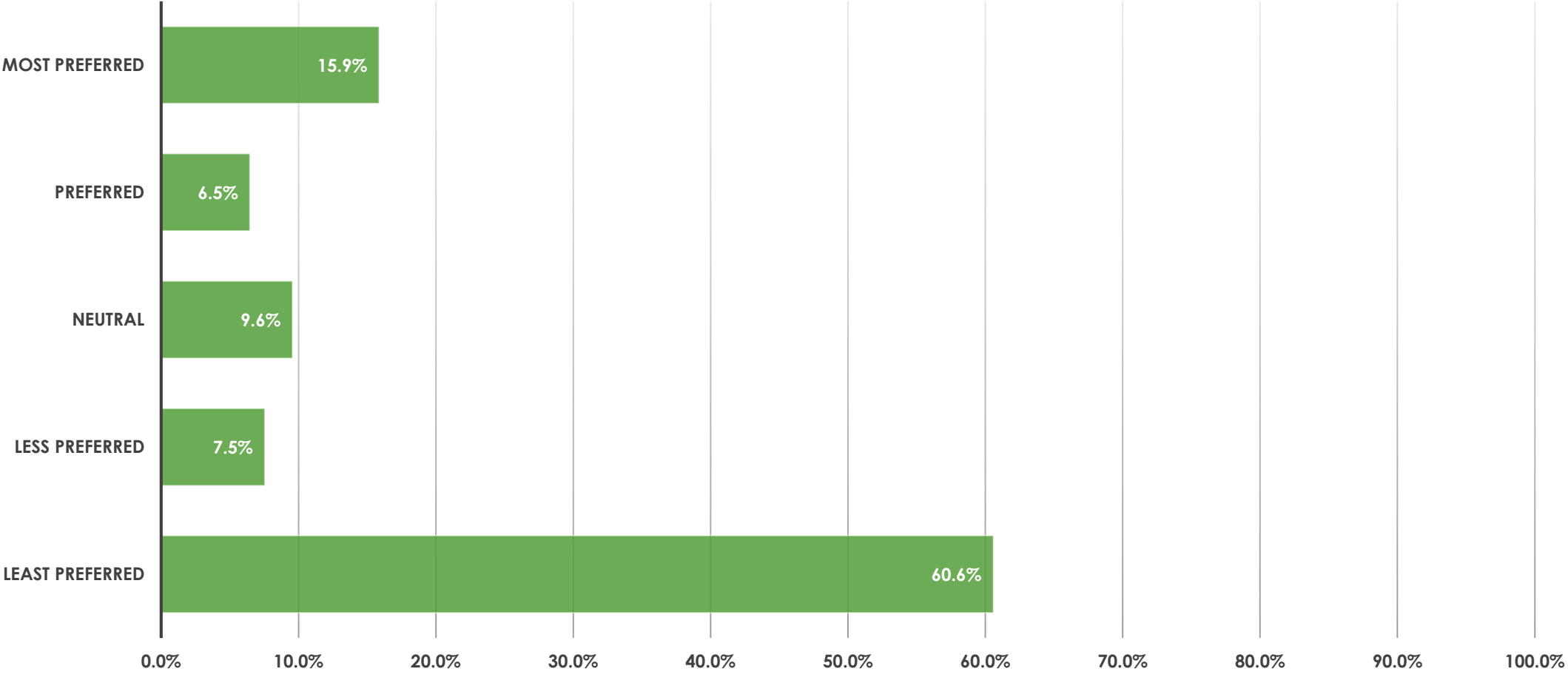
# Online Payments



# Bank Draft Payments



# Office or Remote Location Payments



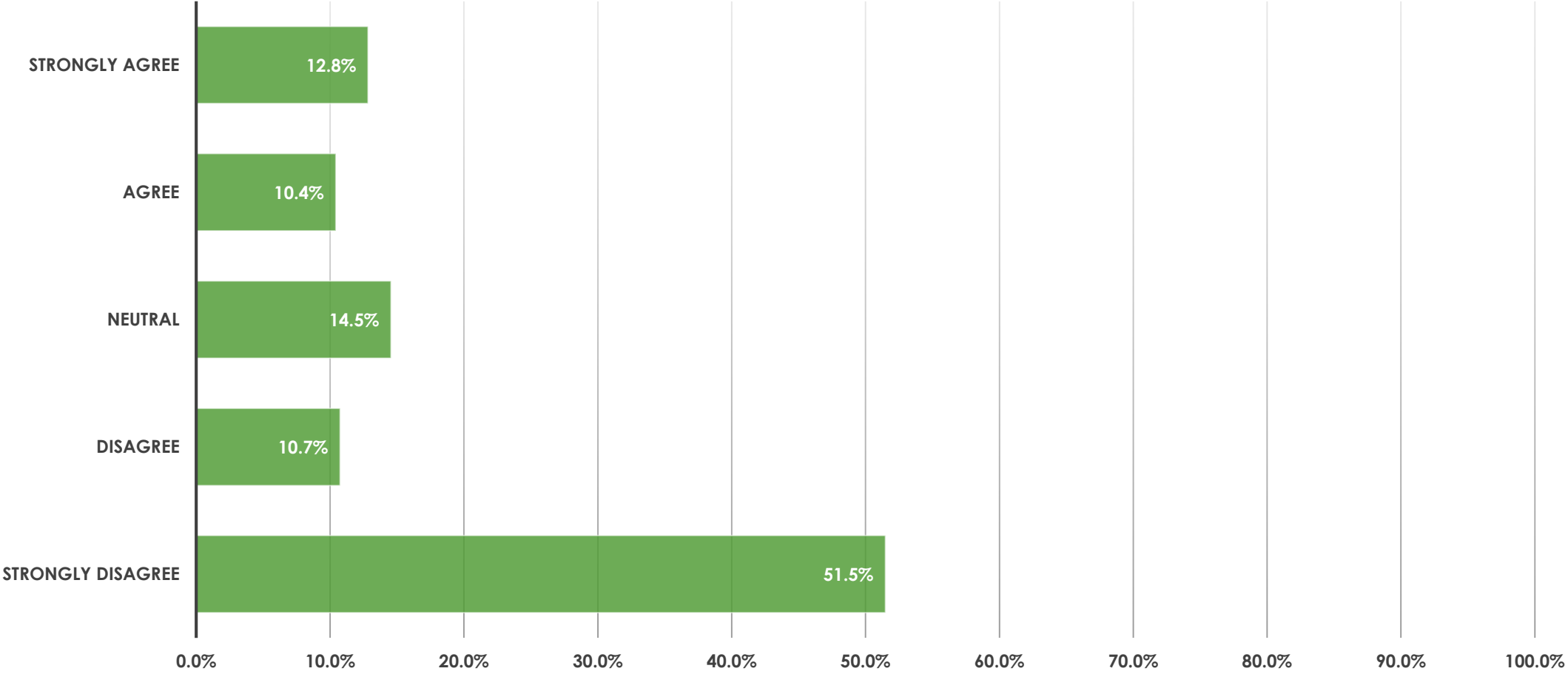
# Question 3



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".)

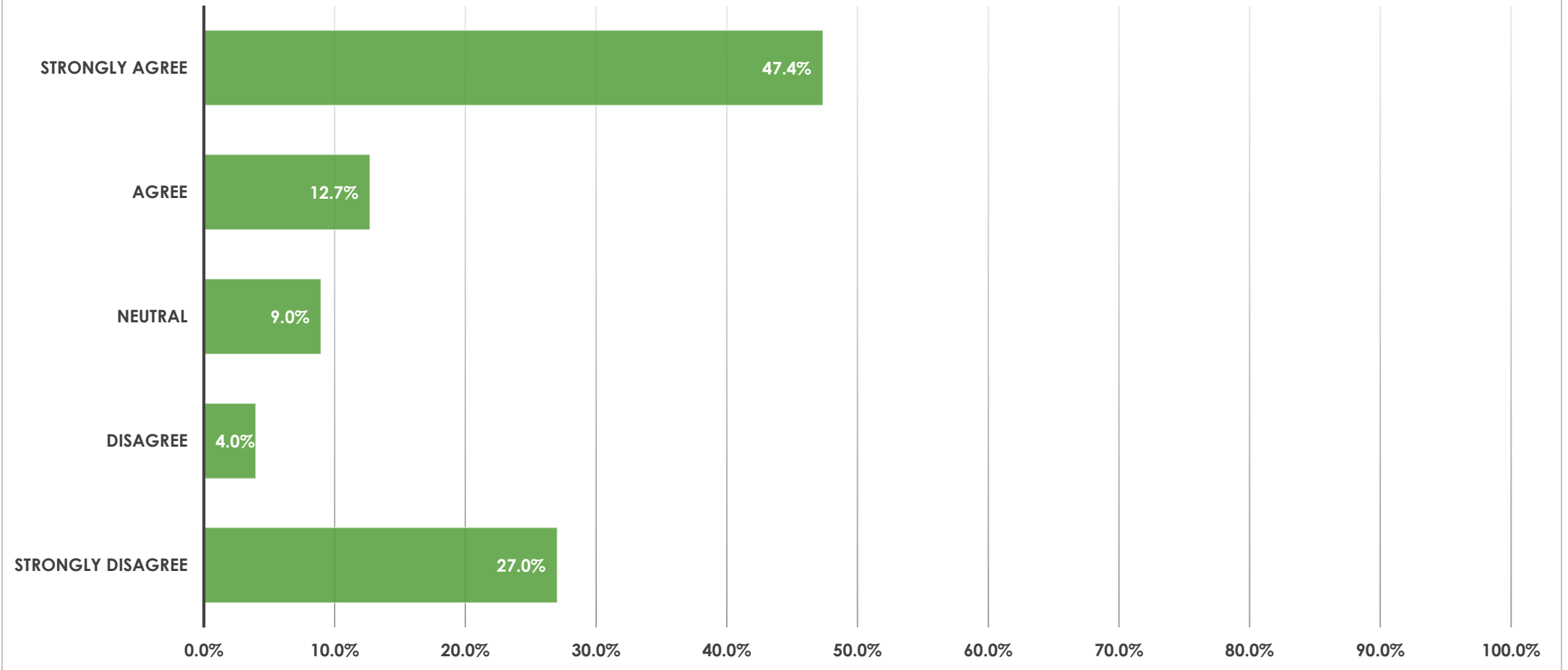
- a. Shelby Energy website
- b. E-mail or Text messaging
- c. Social media such as Facebook and Twitter
- d. Telephone

# Website

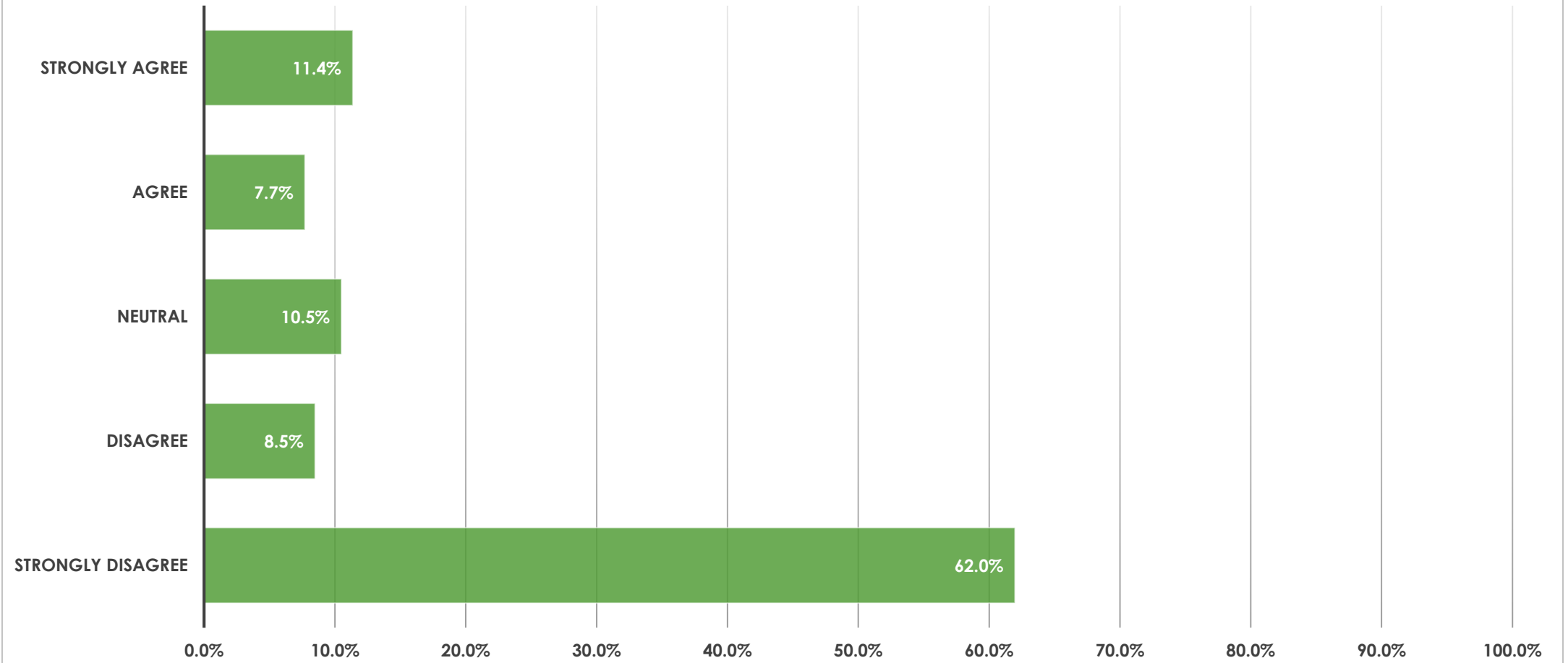




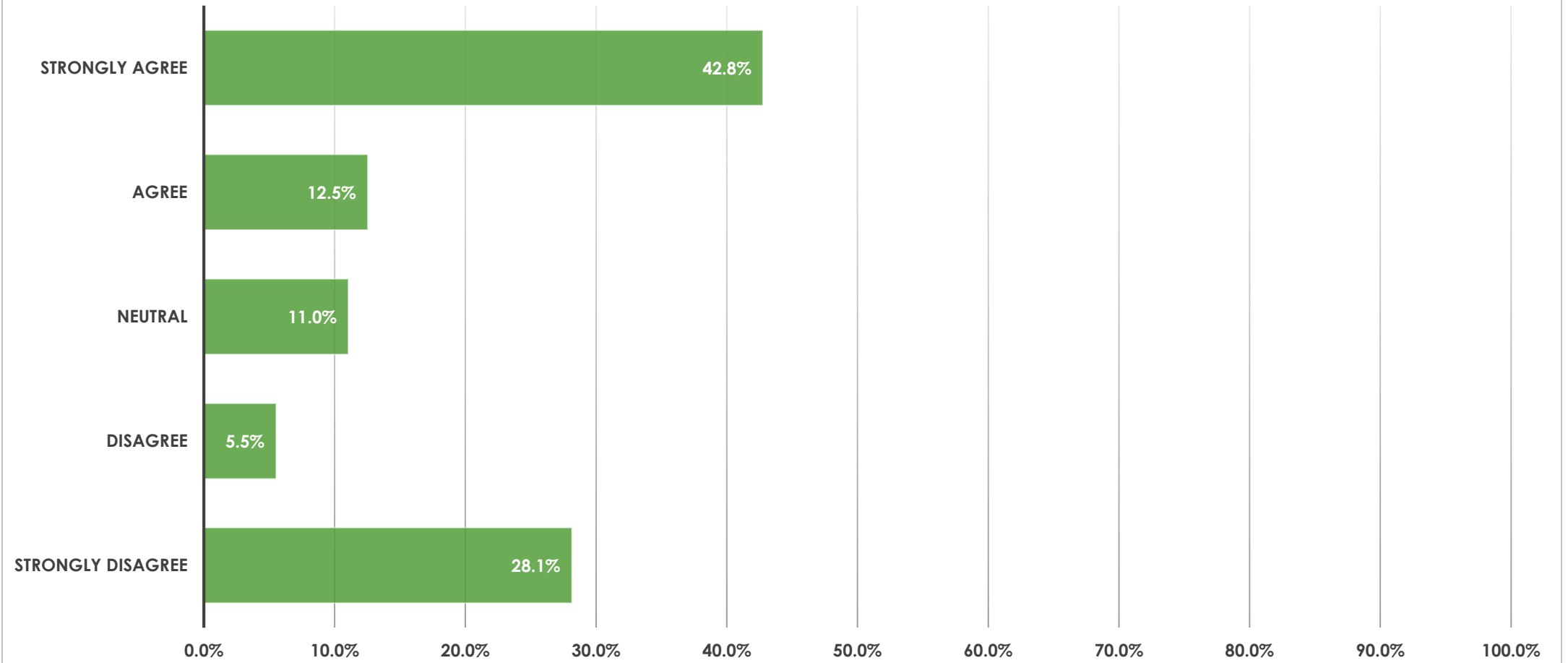
## E-Mail or Text Messaging



## Social Media



## Phone Calls



# Question 4

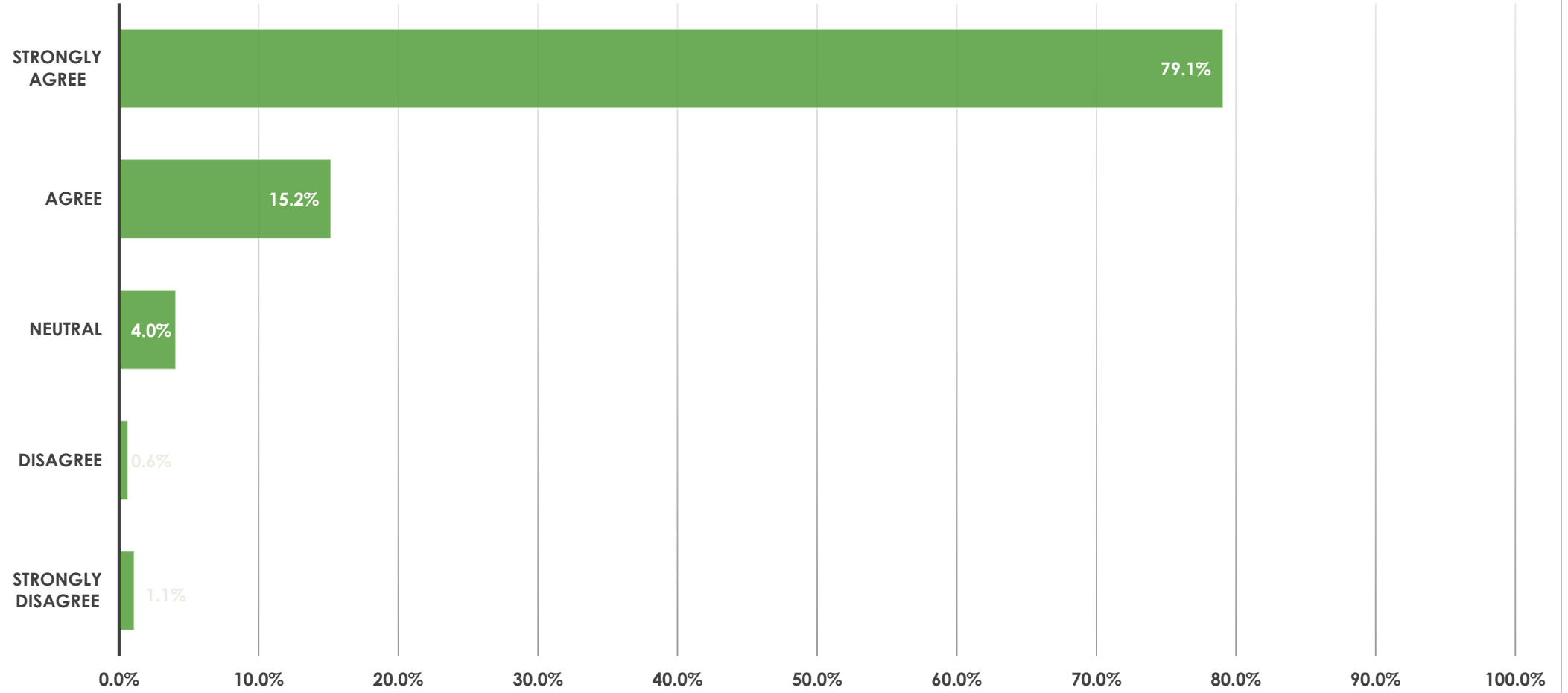


Rate the following statements concerning your electric cooperative. *(Using a scale of 1 to 5, where "1" means "strongly disagree" and "5" means "strongly agree".)*

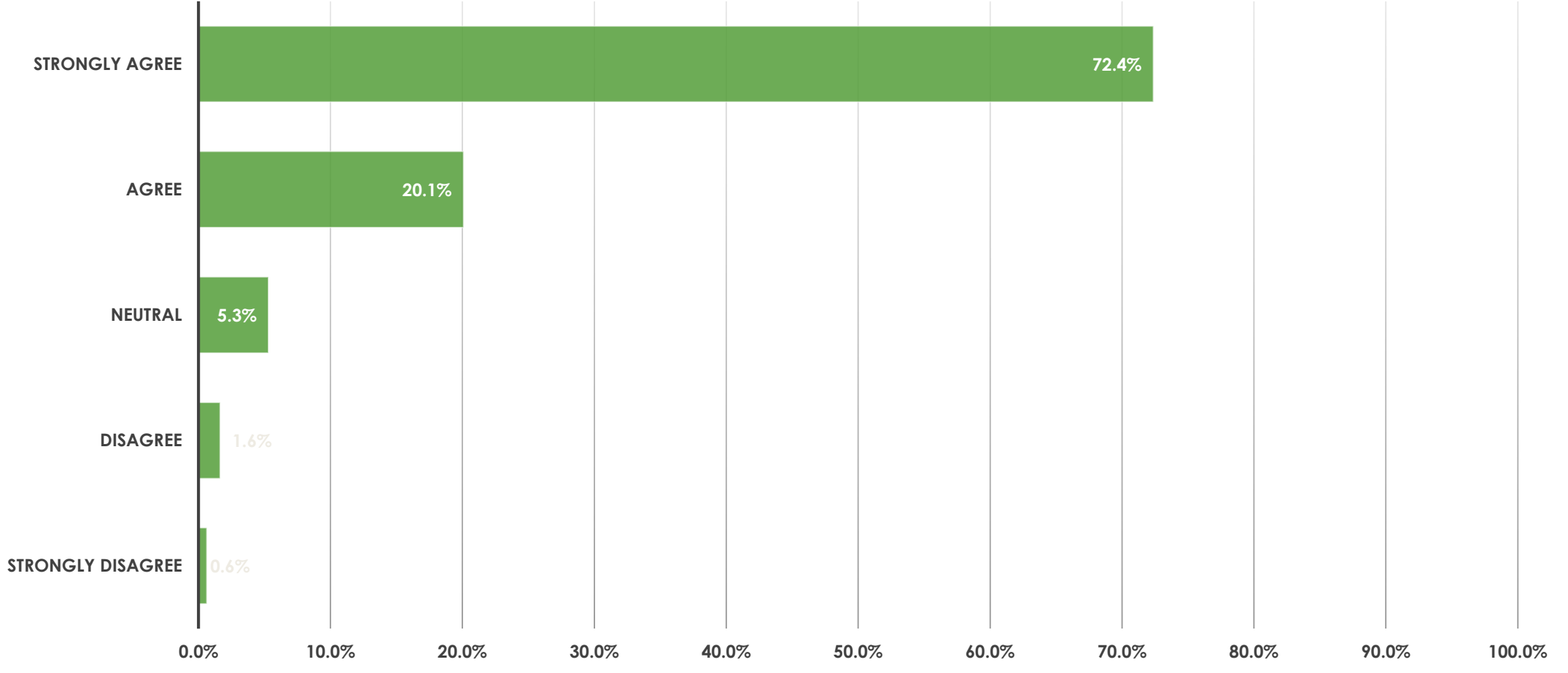
How would you rate Shelby Energy on the following:

- a. Provides reliable service
- b. Responds timely to outages and service issues
- c. Efficiently maintains right-of-way

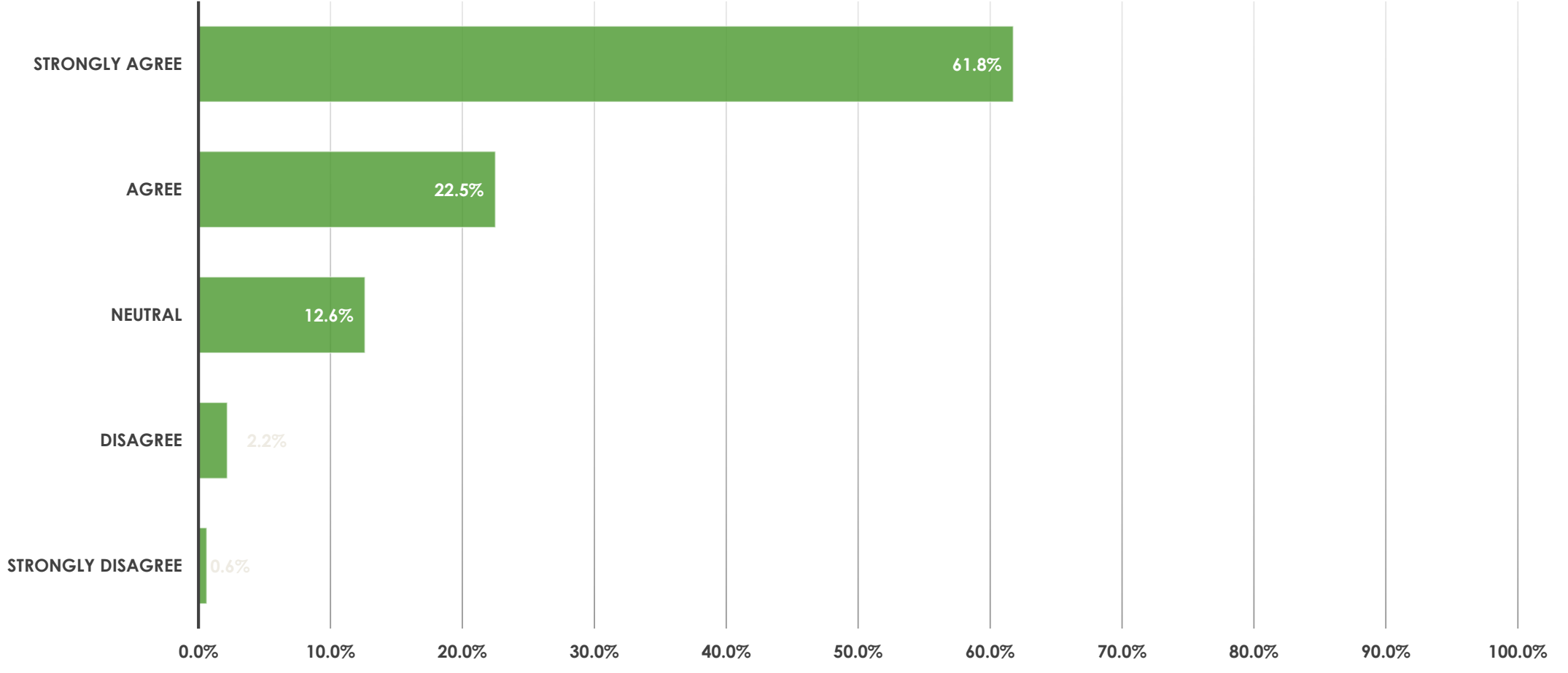
## Provide Reliable Service



# Timely Response



# Maintains Right-of-way



# Question 5

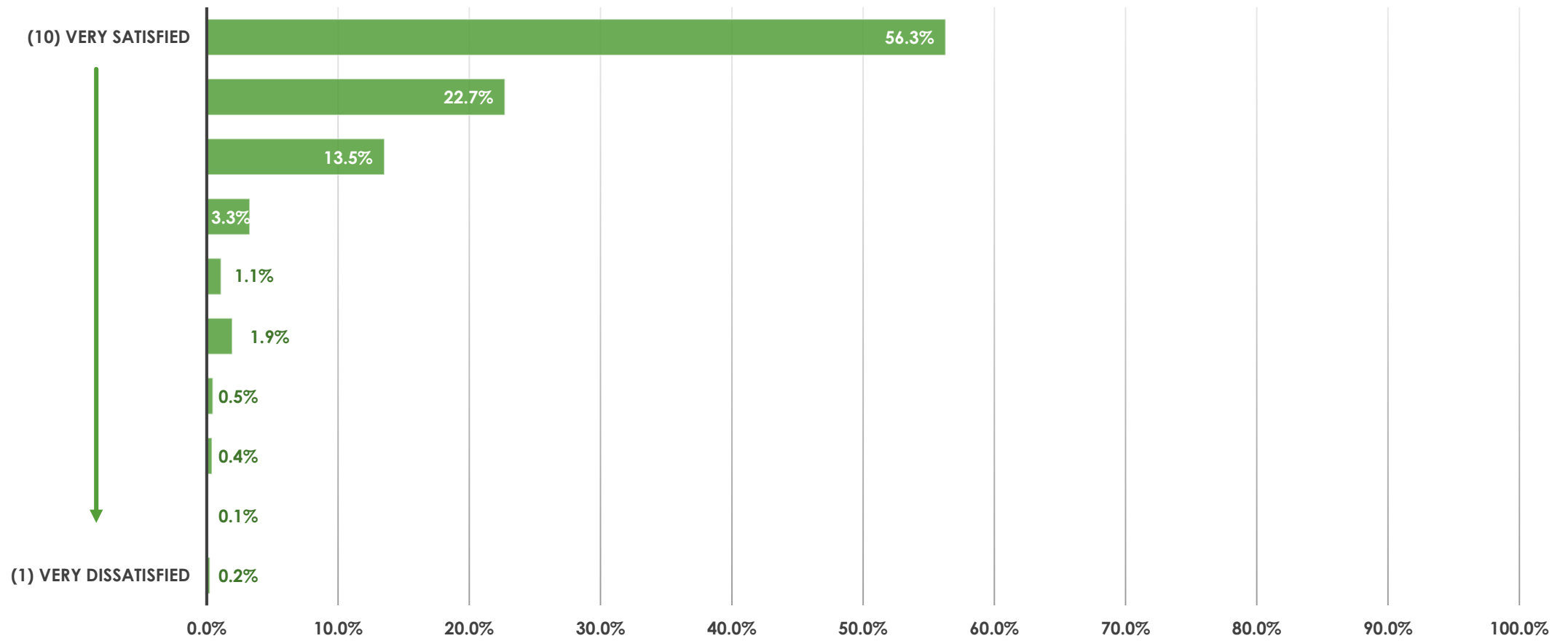


Please consider all your experiences with Shelby Energy Cooperative.

Using a 10-point scale on which "1" means "*very dissatisfied*" and "10" means "*very satisfied*", how satisfied are you with Shelby Energy Cooperative?



## How satisfied are you with Shelby Energy Cooperative? (Scale 1-10)



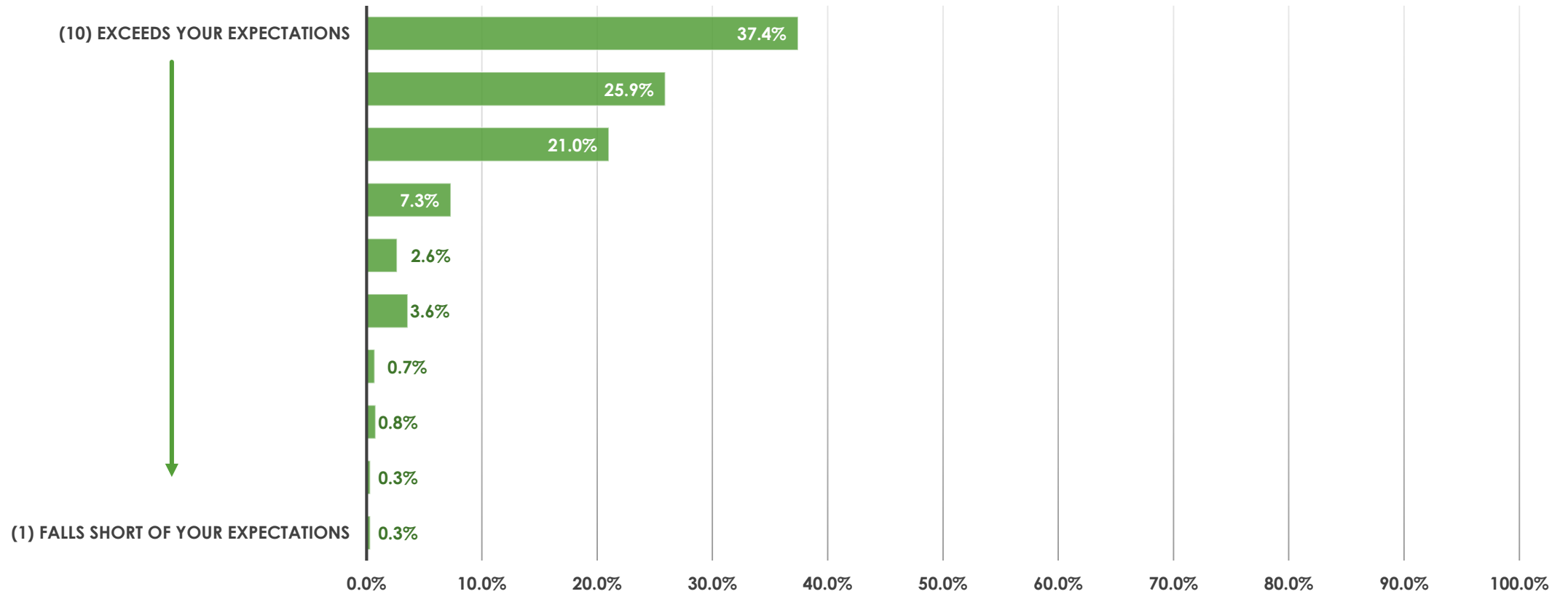
# Question 6



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"*.

## To what extent has Shelby Energy fallen short or exceeded your expectations? (Scale 1-10)



# Question 7

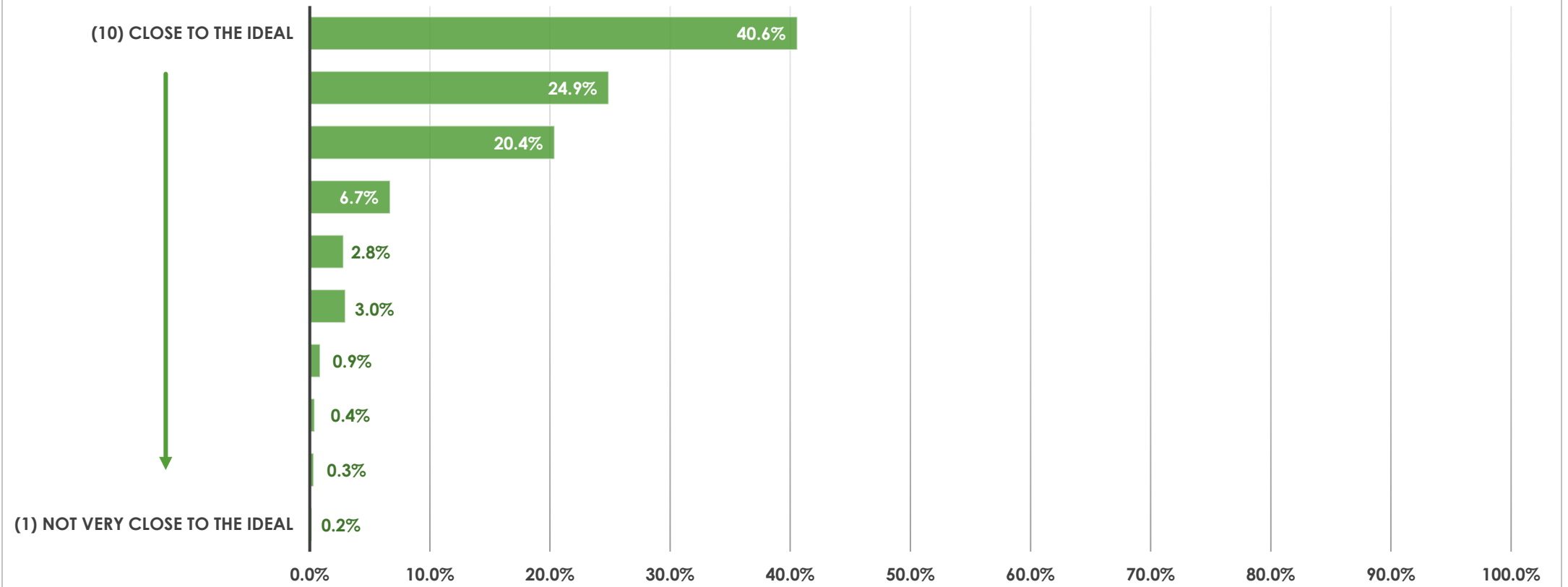


Imagine the 'ideal' utility company.

How well do you think Shelby Energy Cooperative compares with that ideal utility company?

Using a 10-point scale on which "1" means *"not very close to the ideal"* and "10" means *"very close to the ideal"*.

## How well do you think Shelby Energy compares to the "ideal" utility company? (Scale 1-10)



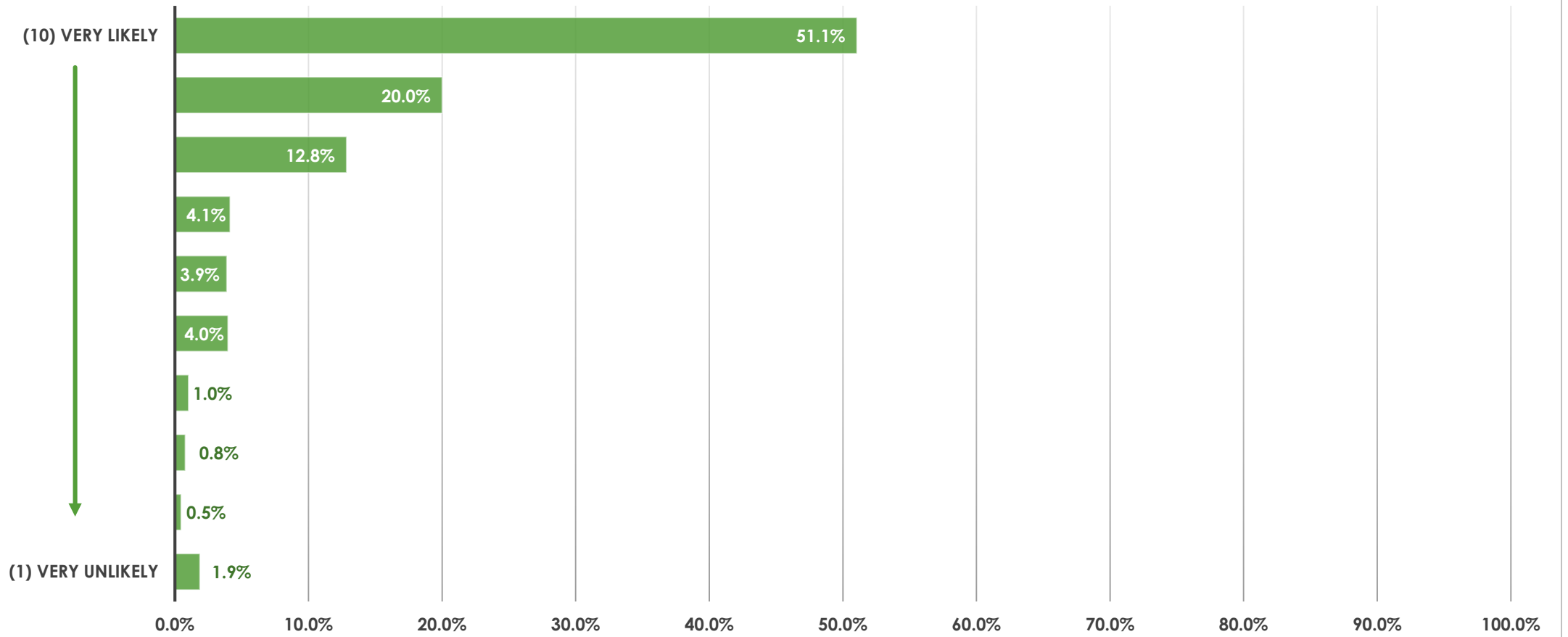
# Question 8



Assume that you could choose from among more than one utility company.

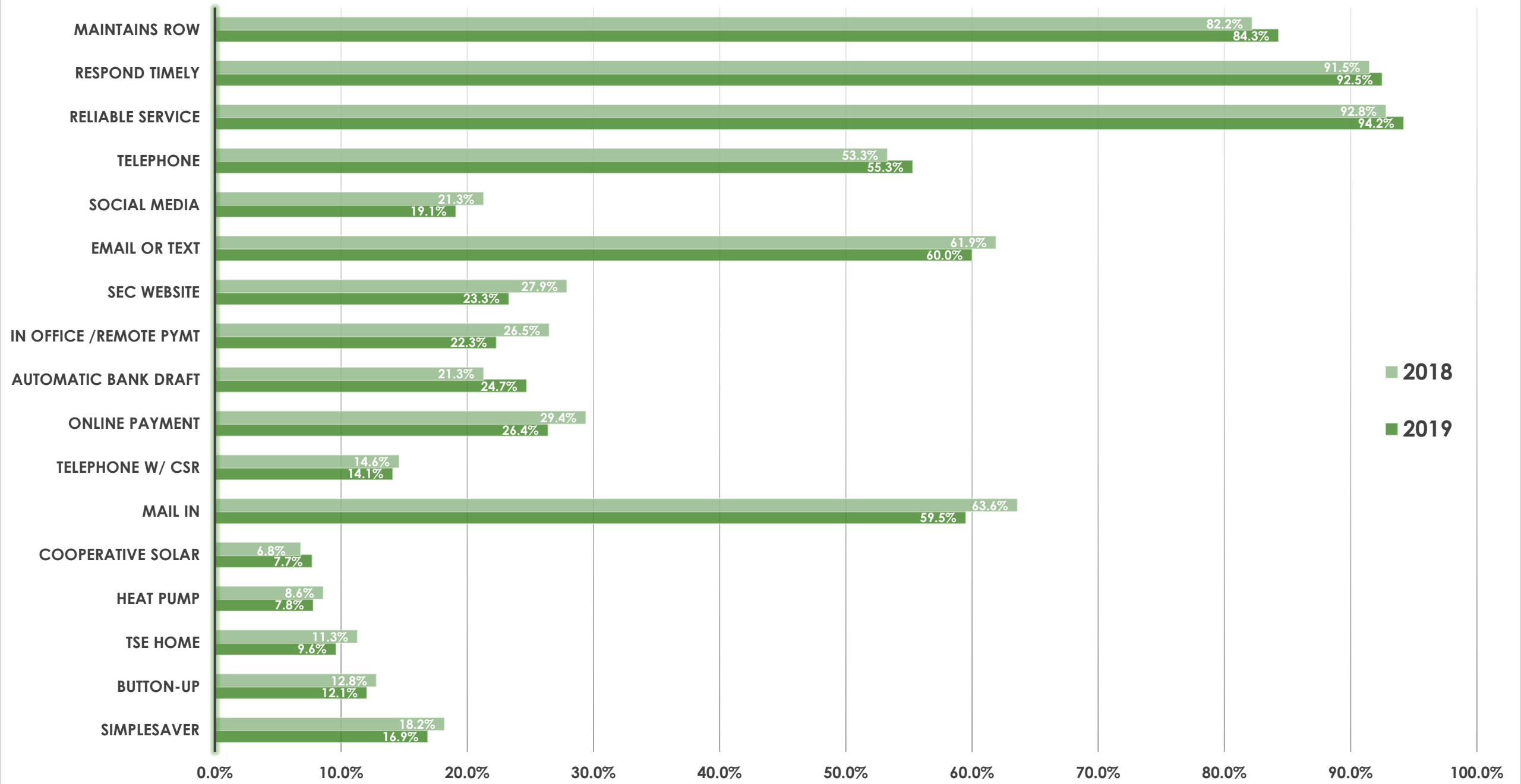
Using a 10-point scale on which "1" means "*very unlikely*" and "10" means "*very likely*", how likely is it that you would choose Shelby Energy Cooperative again?

## How likely is it that you would choose Shelby Energy again? (Scale 1-10)



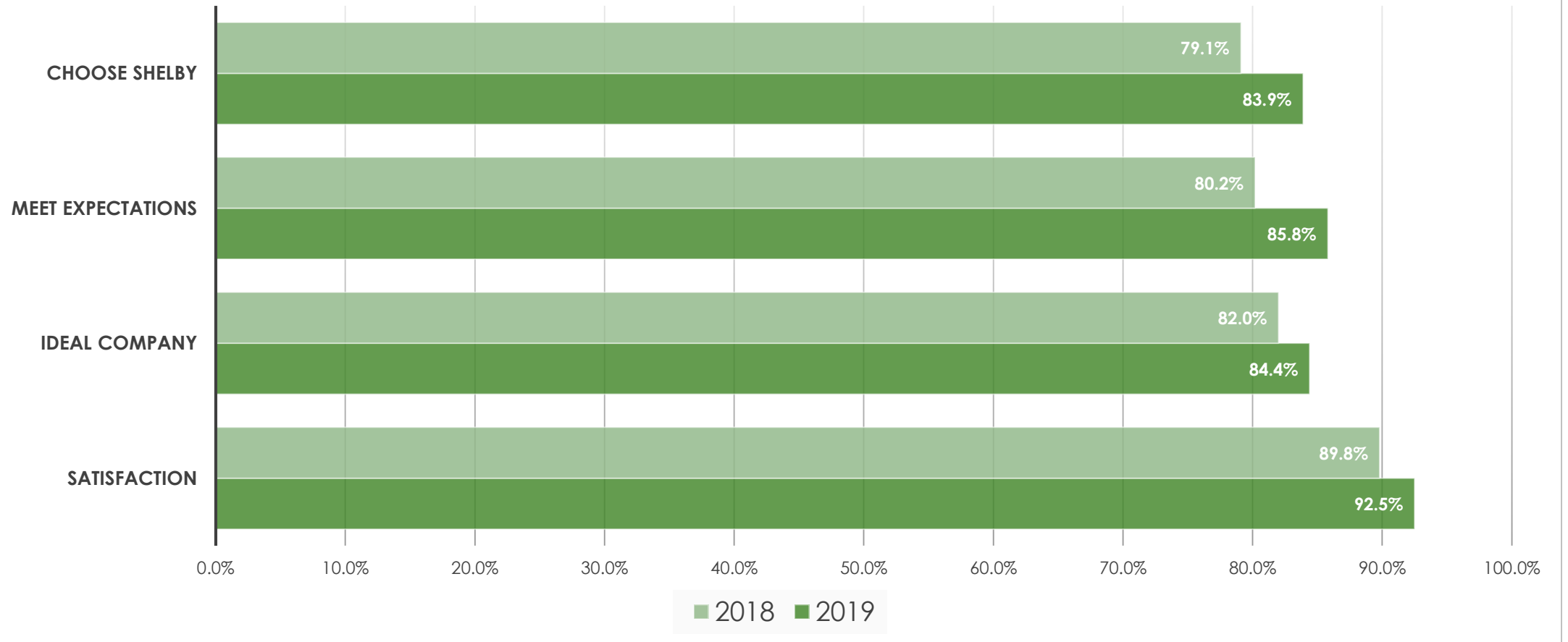
# Combined Percentage of Scores 4 or 5

(5 point scale)





## Combined percentage of scores 8+ (10 point scale)



# Comments

303 members provided additional comments.

Service orders were created to address concerns.

2018: 152 Service orders created

2019: 93 Service orders created

Positive comments were mostly related to customer service and response of our line crews.

Negative comments were mostly related to fees for online credit card and phone payments, and high bill complaints.

Many of the concerns had been addressed in previous years.

# Positive Comments

- ✓ You guys are awesome! I wish my internet service was half as great as my electric service!
- ✓ I'm a very happy customer! Your crew is awesome!
- ✓ I like that the linemen are part of the community.
- ✓ I have really enjoyed my interactions with Shelby Energy. You all are helpful, responsive and polite. Not all organizations are that was and I appreciate it.
- ✓ Your representatives in the Shelbyville office are all so kind and always pleasant. Thank you.
- ✓ Very satisfied with Shelby Energy. Service guys are very good and respectable of property.
- ✓ All I can say is I trust Shelby Energy! Very happy with your service!
- ✓ I have found all Shelby Energy employees I've interacted with to be extremely friendly, professional, and a pleasure to work with. Thank you!

# Action Comments

Department	Common Concerns	Service Orders	Action Plan
Billing & Customer Service	<ul style="list-style-type: none"><li>• 3<sup>rd</sup> party fees on payments</li><li>• High bill concerns</li></ul>	<b>23</b>	<ul style="list-style-type: none"><li>• Contact each member</li><li>• Suggest bank draft service</li><li>• Offer energy audits and suggestions to reduce usage</li></ul>
Cooperative Services	<ul style="list-style-type: none"><li>• Additional information requests</li><li>• High bill concerns</li></ul>	<b>28</b>	<ul style="list-style-type: none"><li>• Contact each member</li><li>• Provide additional information and resources on energy efficiency programs</li><li>• Offer energy audits and suggestions to reduce usage</li></ul>
Engineering	<ul style="list-style-type: none"><li>• Outages</li></ul>	<b>11</b>	<ul style="list-style-type: none"><li>• Research member's outages</li><li>• Contact members to discuss reliability</li></ul>
Operations	<ul style="list-style-type: none"><li>• Outage response</li></ul>	<b>17</b>	<ul style="list-style-type: none"><li>• Research member's outages</li></ul>
Right-of-way	<ul style="list-style-type: none"><li>• Request tree trimming</li><li>• Concerns with cutting and spraying</li></ul>	<b>14</b>	<ul style="list-style-type: none"><li>• Contact members</li><li>• Discuss scheduled tree maintenance</li></ul>

# American Customer Satisfaction Index (ACSI)

**Customer Satisfaction (ACSI)** The customer satisfaction (ACSI) index score is calculated as a **weighted average** of four survey questions that measure different facets of satisfaction with a product or service. ACSI researchers use proprietary software technology to estimate the weighting for each question.

Shelby Energy submitted the responses of the last four questions on the survey to be scored.

The 2019 second quarter rating for “investor-owned” utilities in the United States was 73. Average rating for other Touchstone Energy Cooperatives for this same time period was 75.

The responses received by Shelby Energy provided enough data to establish a satisfaction rating of 88% for 2019.

Year	ASCI Score	Response rate
2016	86%	10.58%
2017	85%	9.55%
2018	86%	10.7%
2019	88%	10.4%