

2020 Annual Member Survey



Shelby Energy
Cooperative

A Touchstone Energy Cooperative 

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.

Members received survey requests in Kentucky Living Magazine, Social Media, Bill Messages and an emailed invitation for e-bill and prepay users throughout July and August.

The survey was conducted online and members were given the option to print or request a hard-copy of the survey to return by mail. 302 surveys were completed online and 3 were received by mail.

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

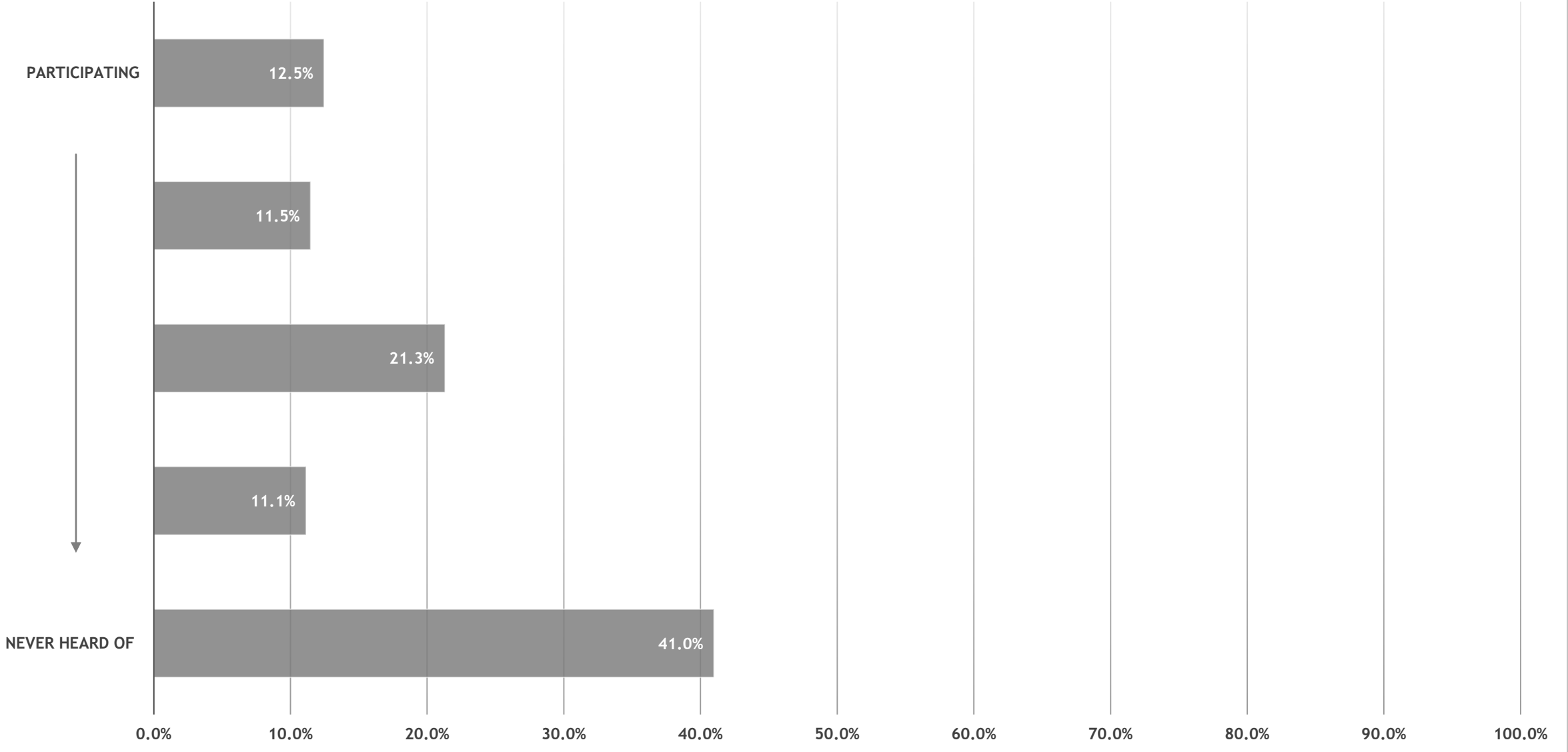
Programs and Benefits



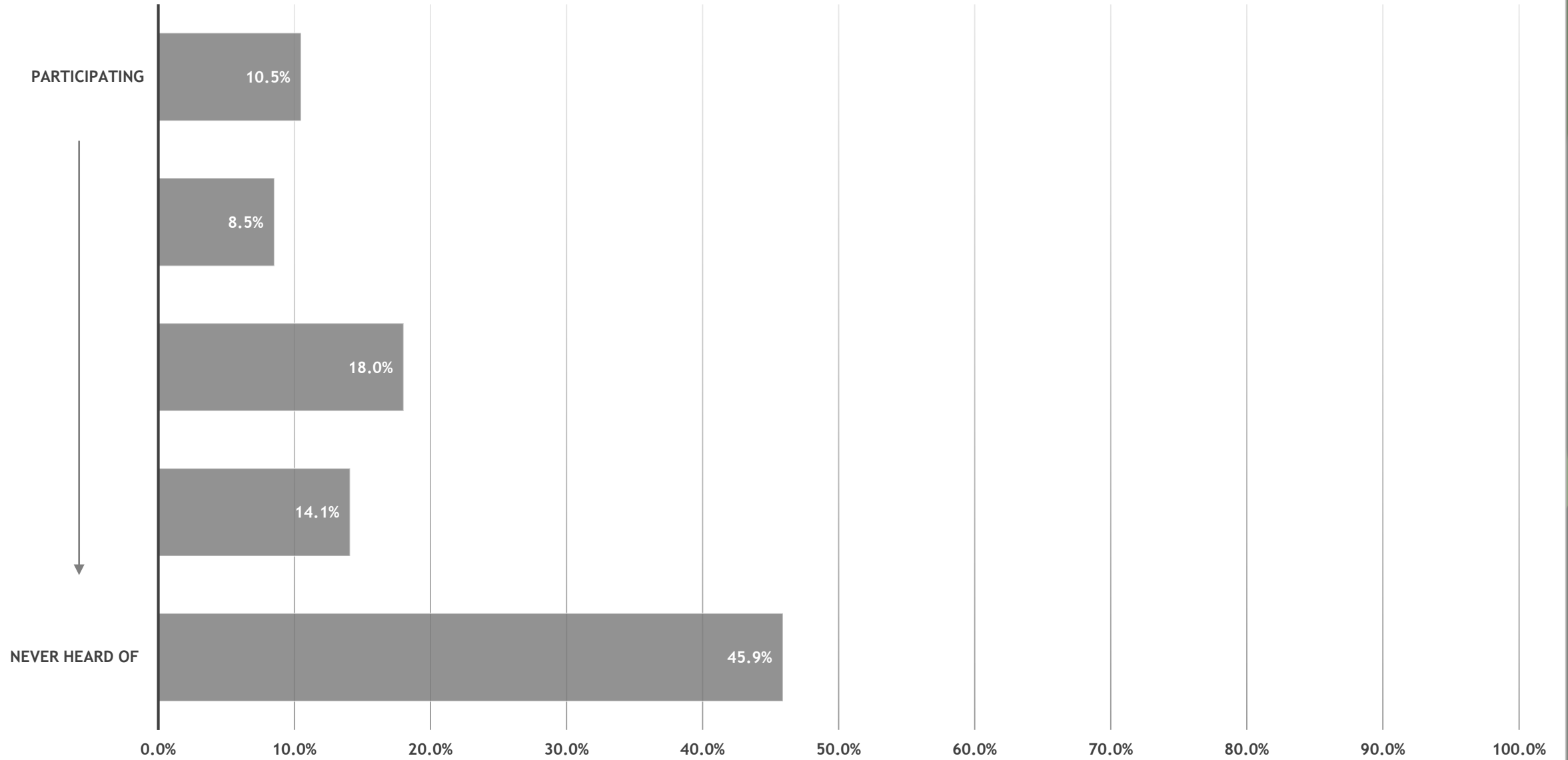
Using a scale of 1 to 5 stars, where "1" means "never heard of the program" and "5" means "participating in the program", please rate the following programs.

- Simple Saver Program
- Button-Up Weatherization Program
- Heat Pump Retrofit Program
- Co-op Connections

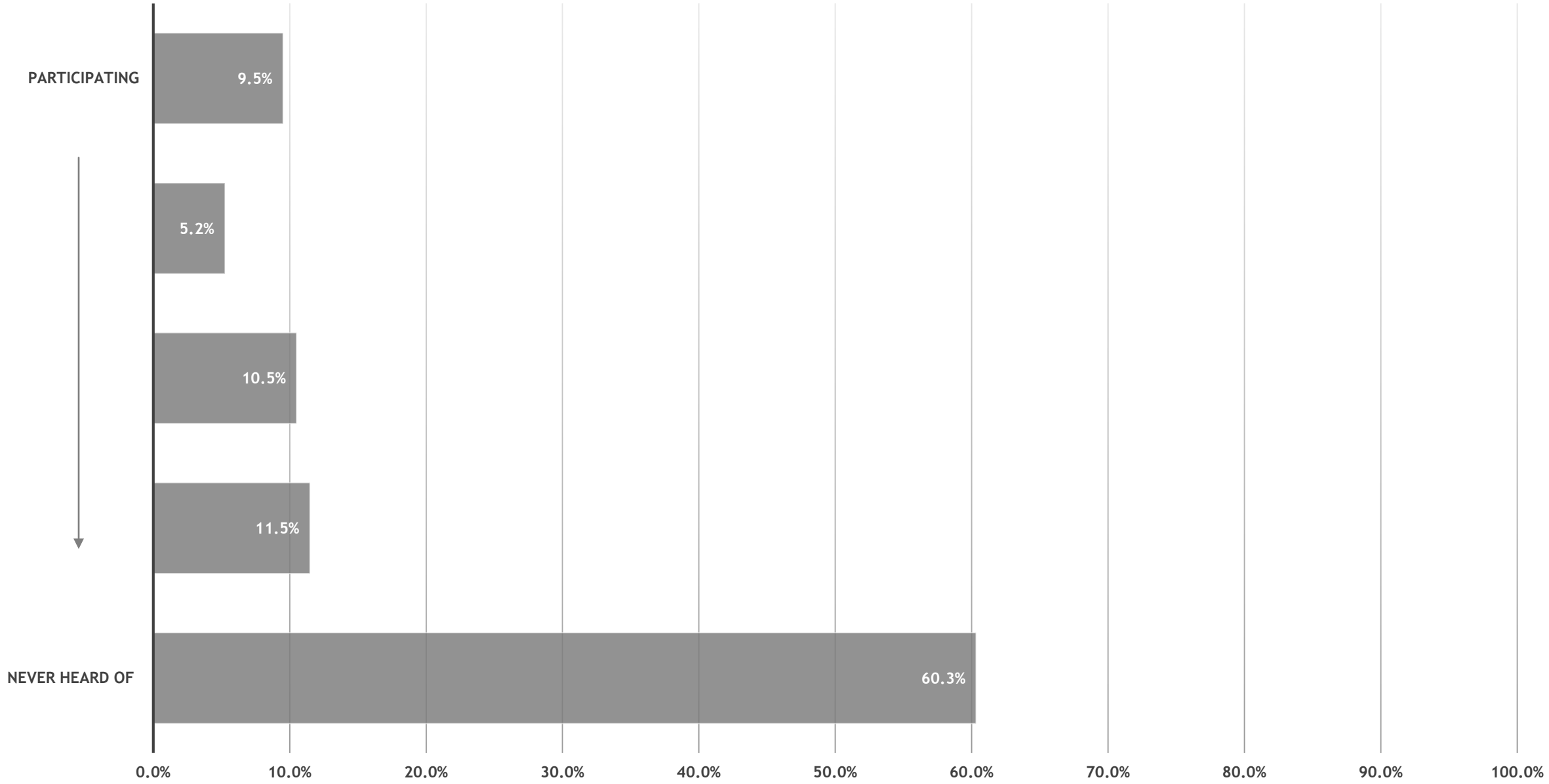
SimpleSaver Program



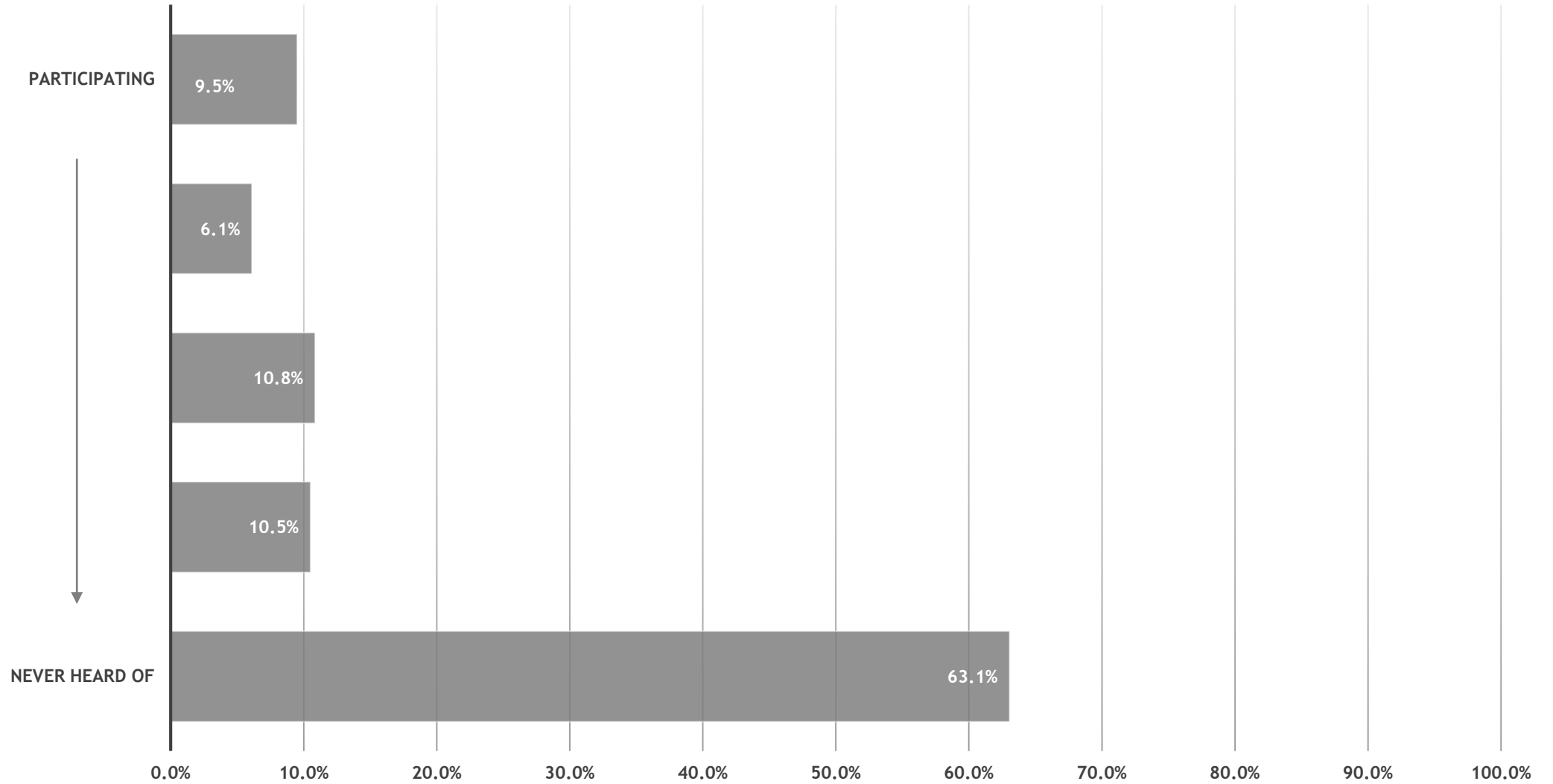
Button-Up Weatherization Program



Heat Pump Retrofit Program



Cooperative Solar Program



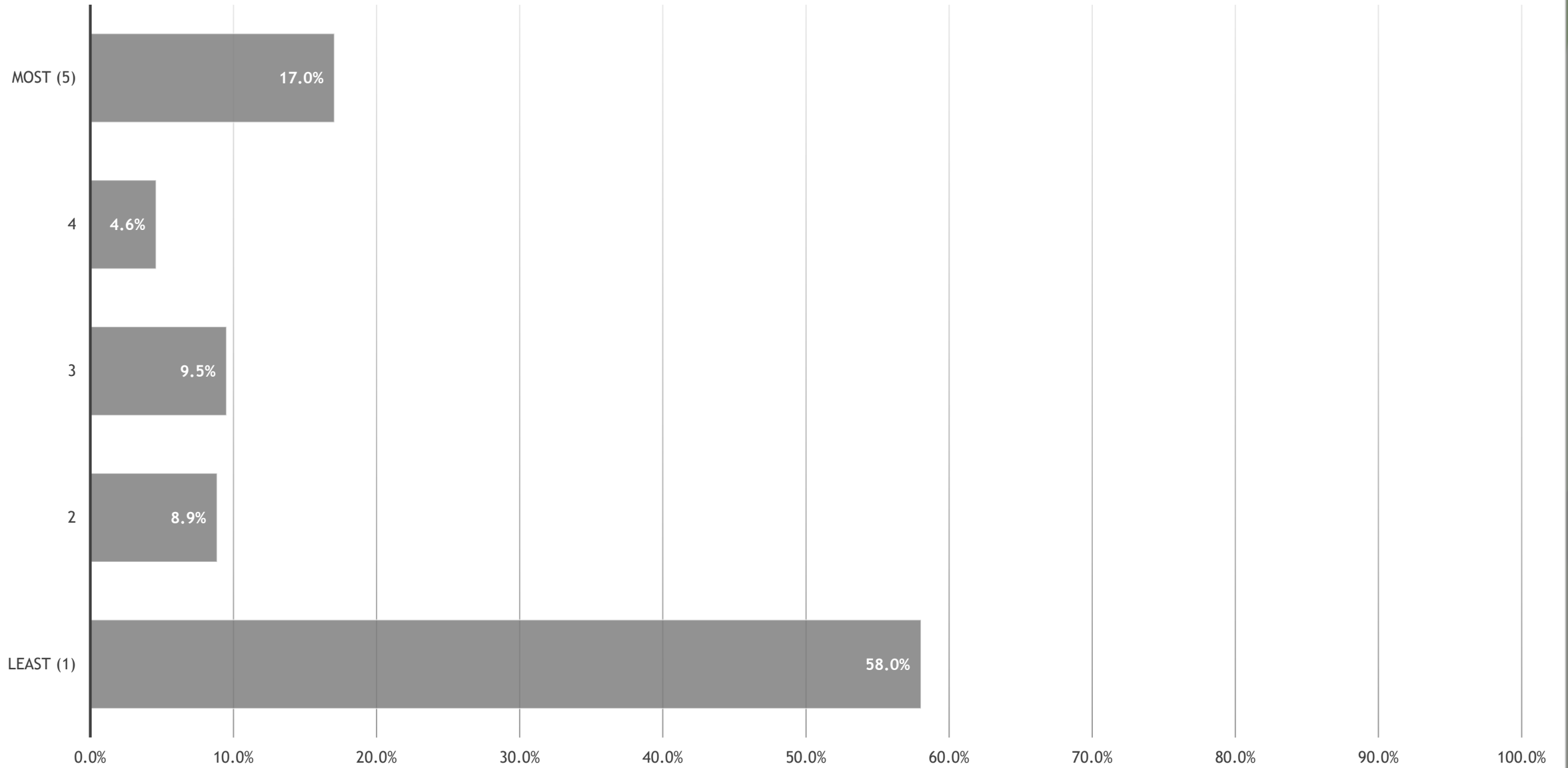
Payments



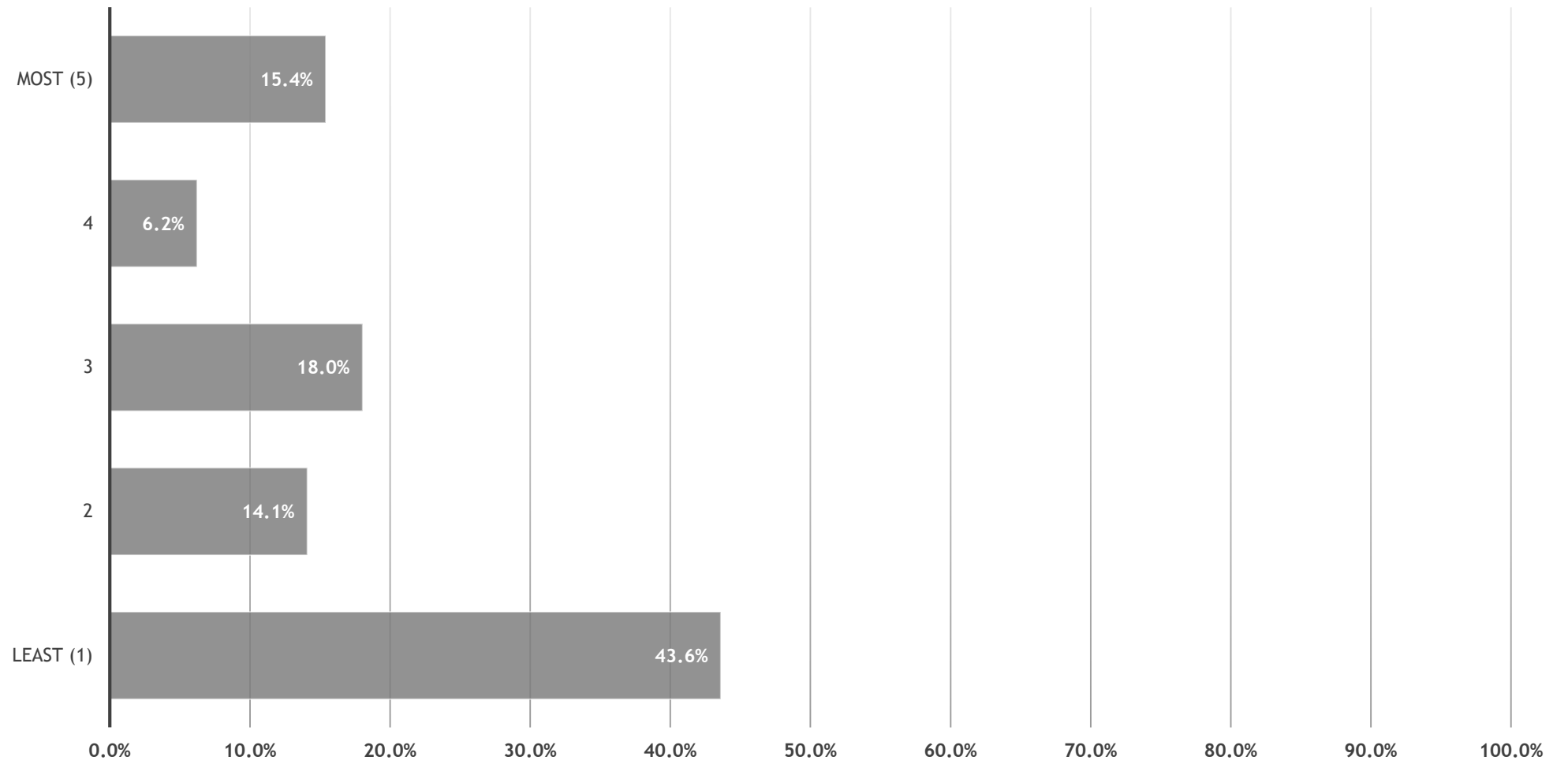
Using a scale of 1 to 5 stars, where "1" means least preferred and "5" means "most preferred", please rate Shelby Energy's payment options:

- Mail Payments
- Telephone Payments - automated or representative
- Online Payments
- Automatic Bank Draft
- In-Person (Office or Remote Payment Locations)

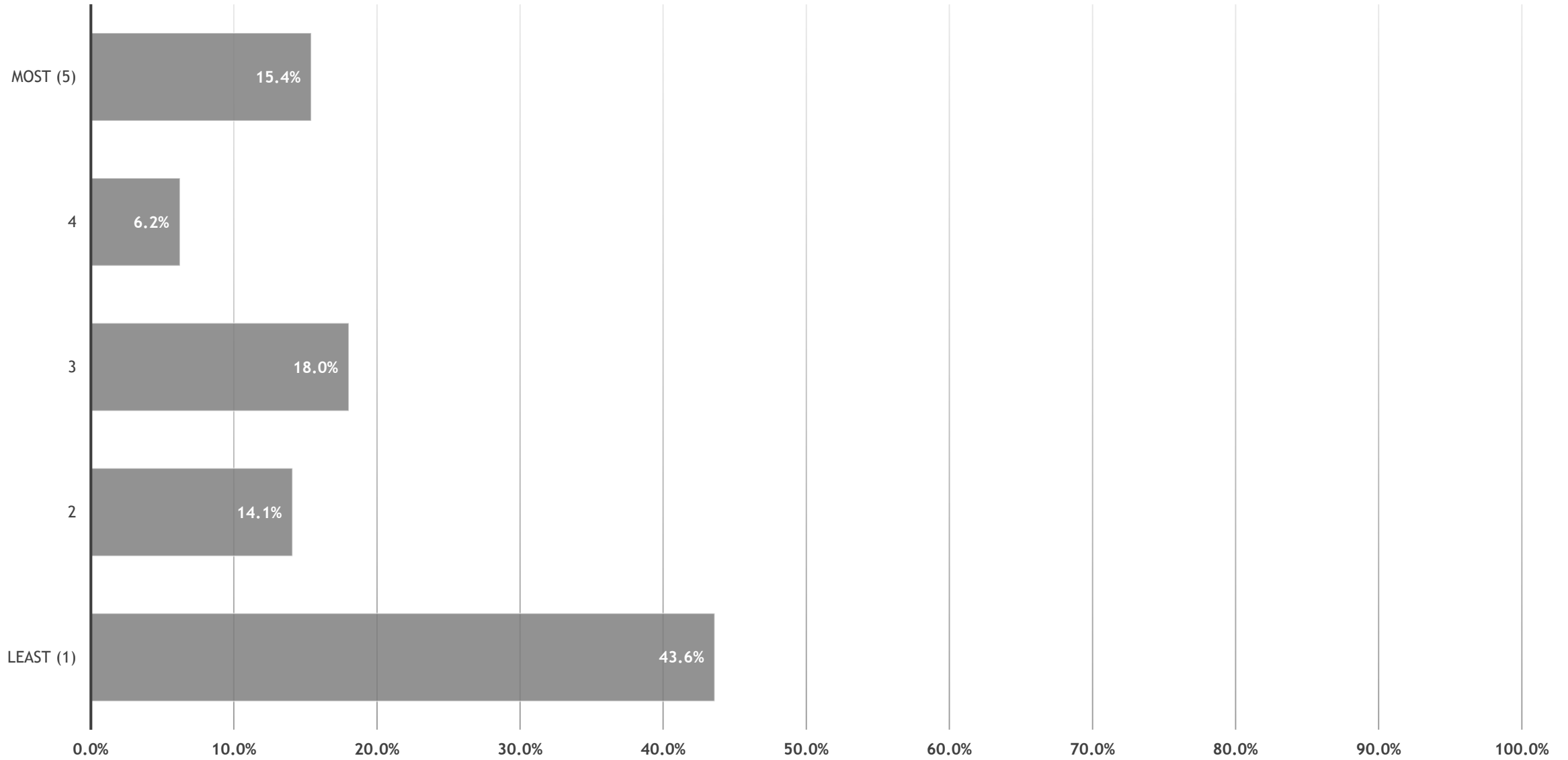
Mail-In Payments



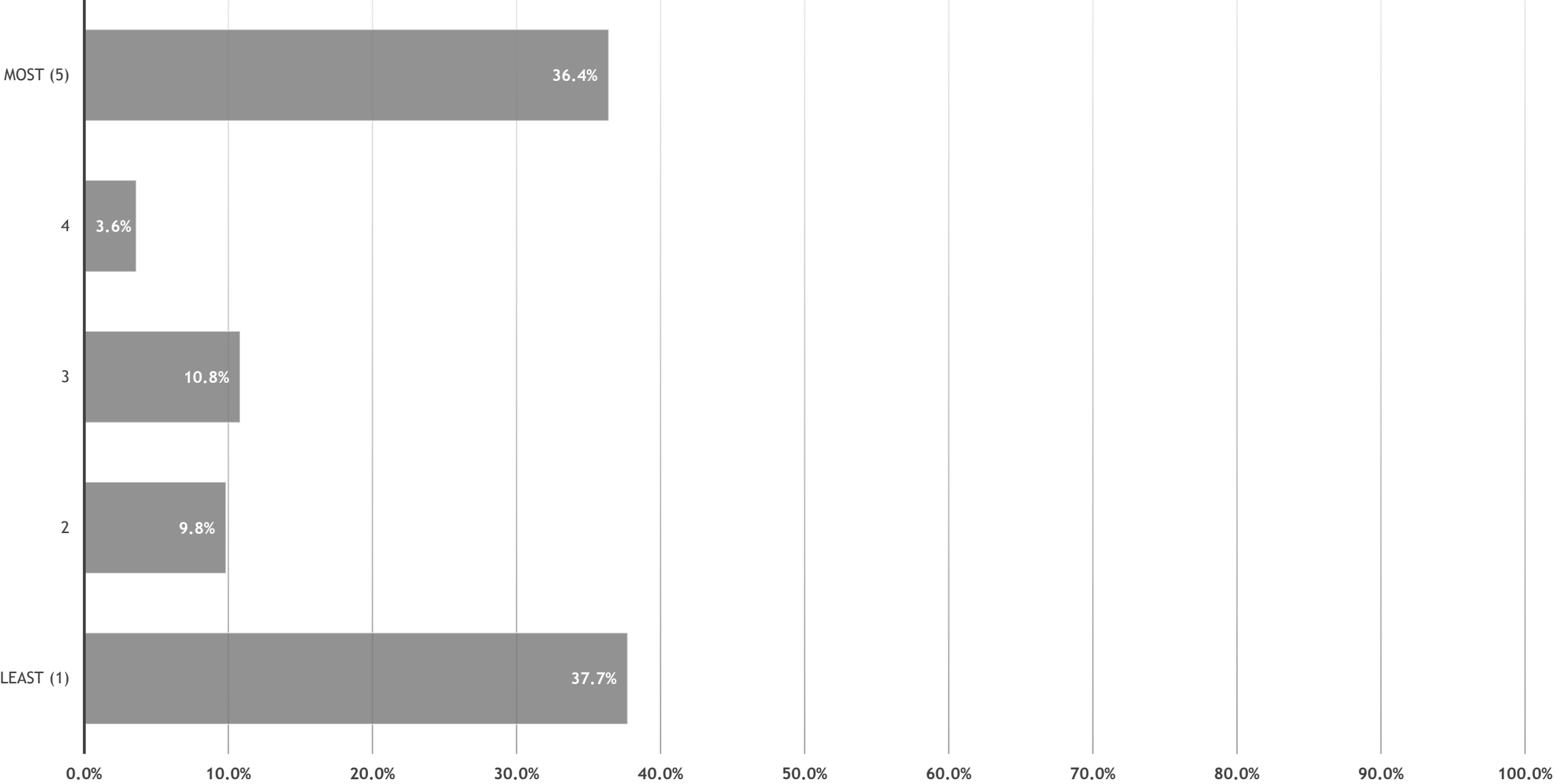
Telephone Payments



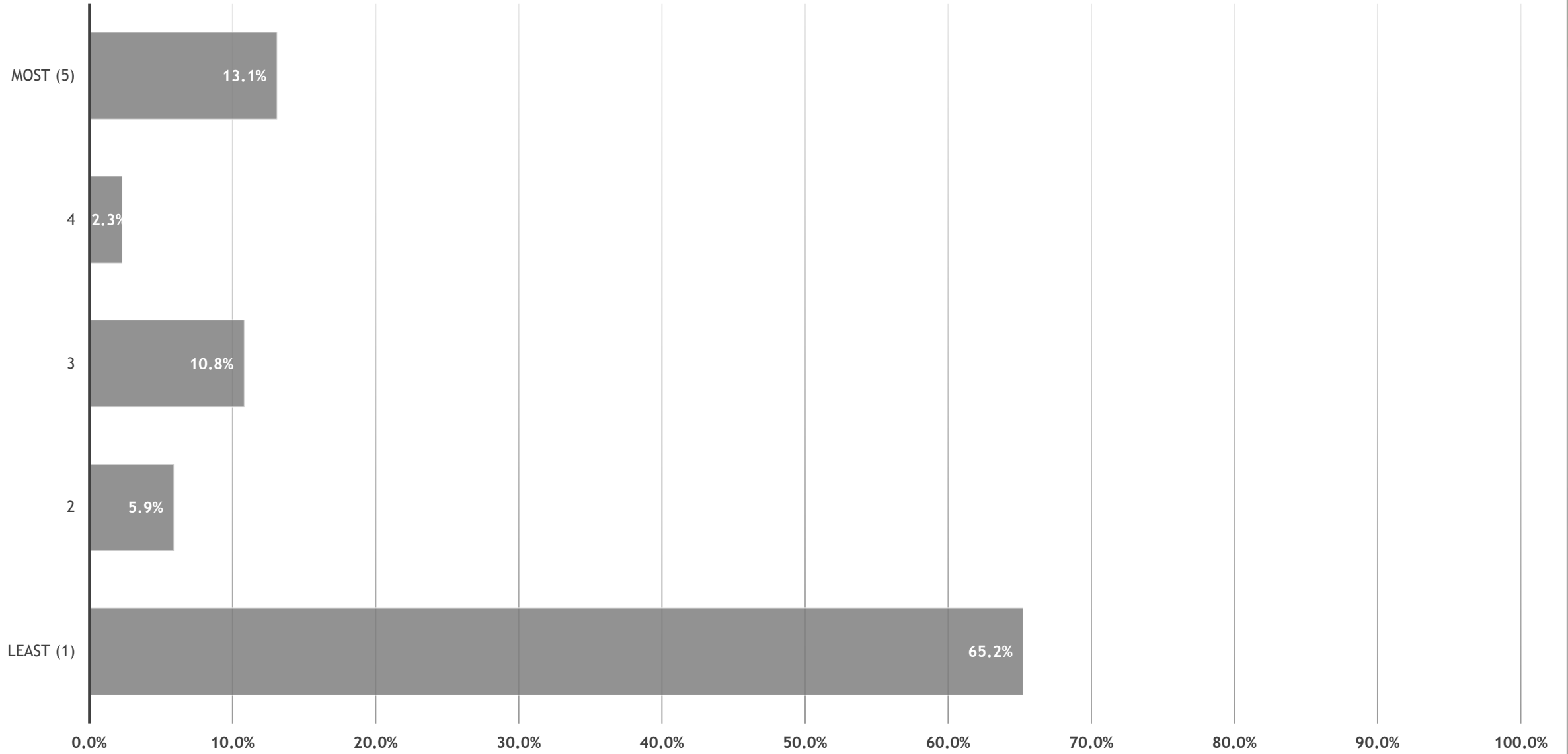
Online Payments



Bank Draft Payments



Office or Remote Location Payments



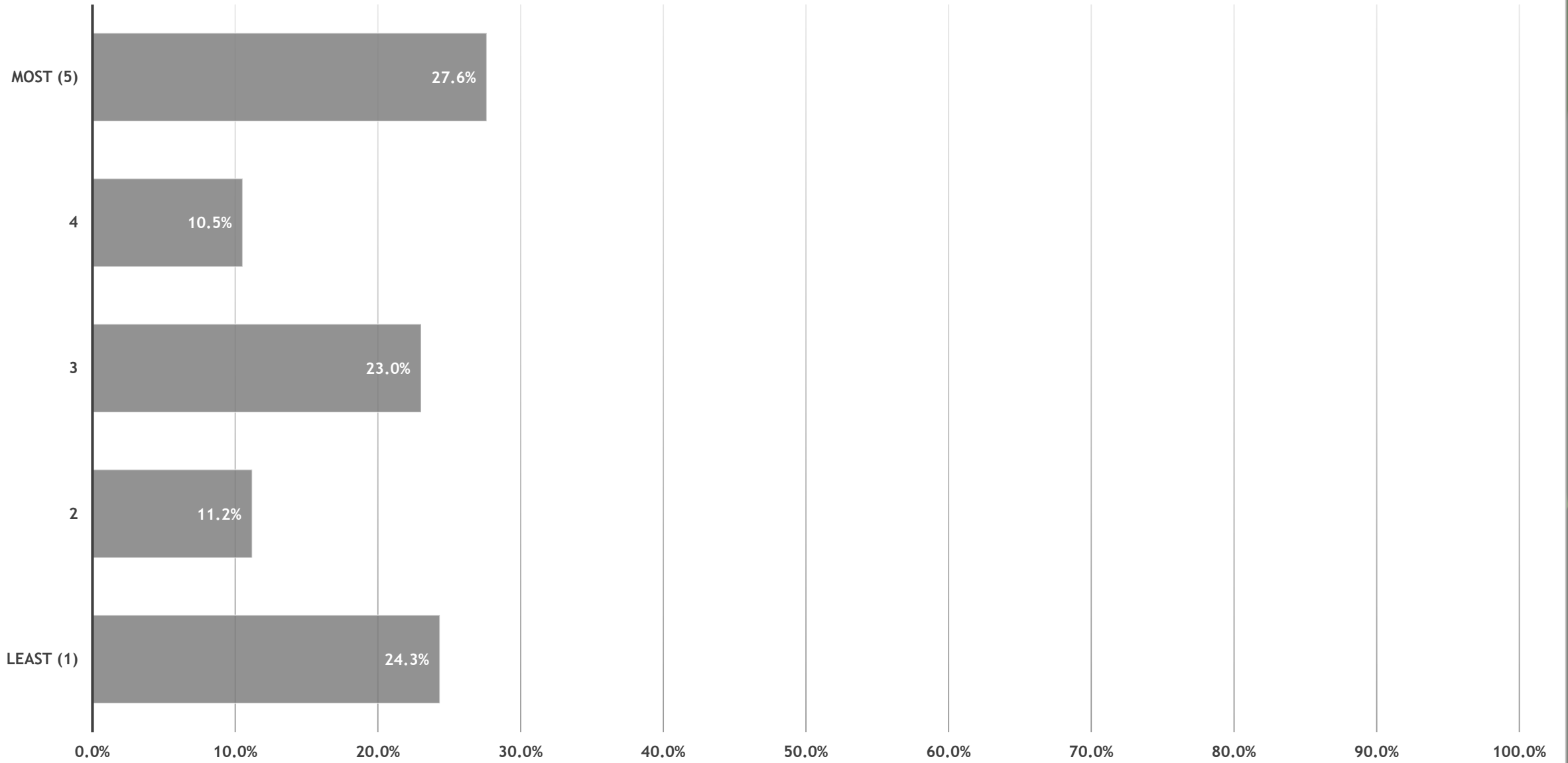
Communication



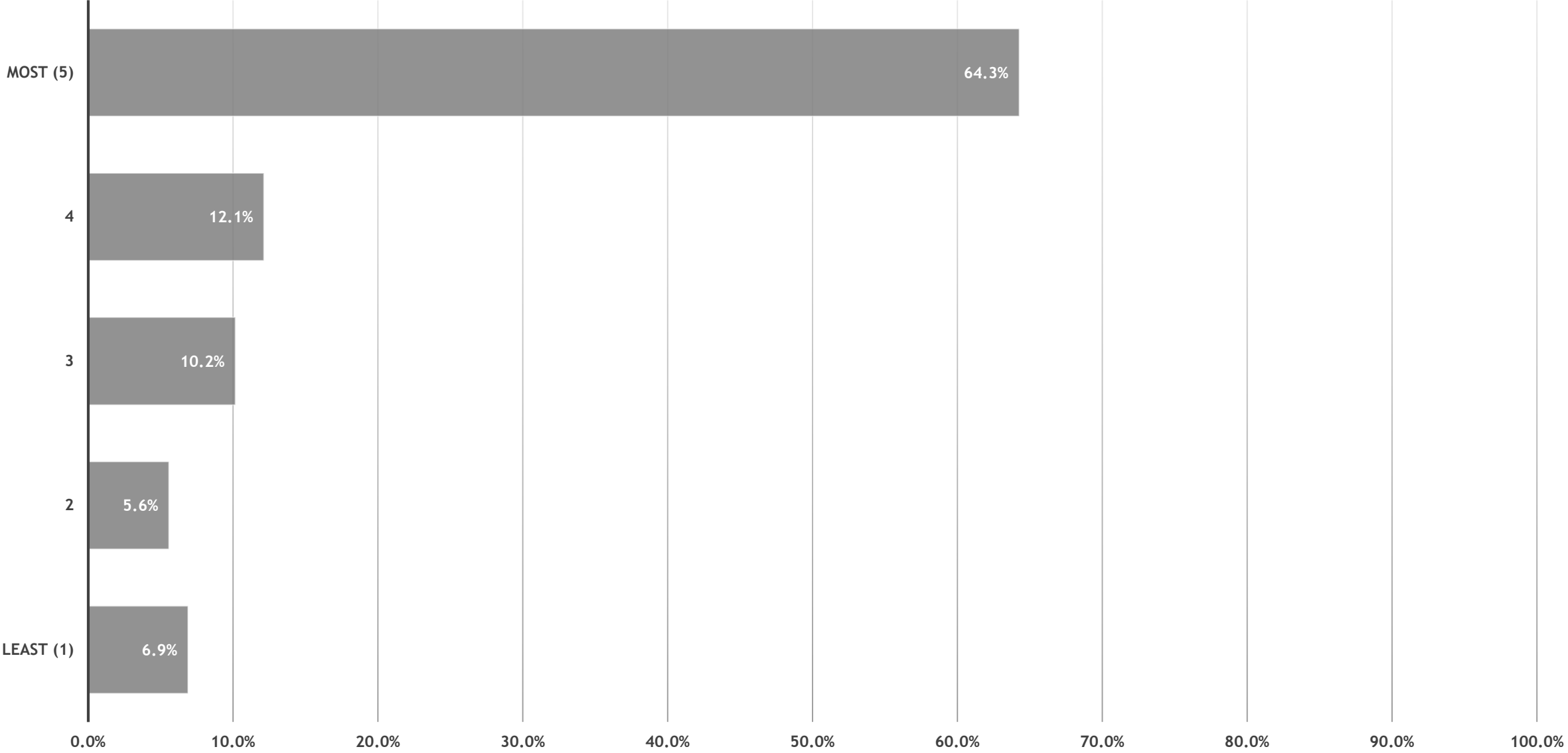
Using a scale of 1 to 5 stars, where "1" means "least preferred" and "5" means "most preferred", please rate your preferred communication method:

- Shelbyenergy.com
- E-mail or Text Message
- Social Media
- Telephone Calls

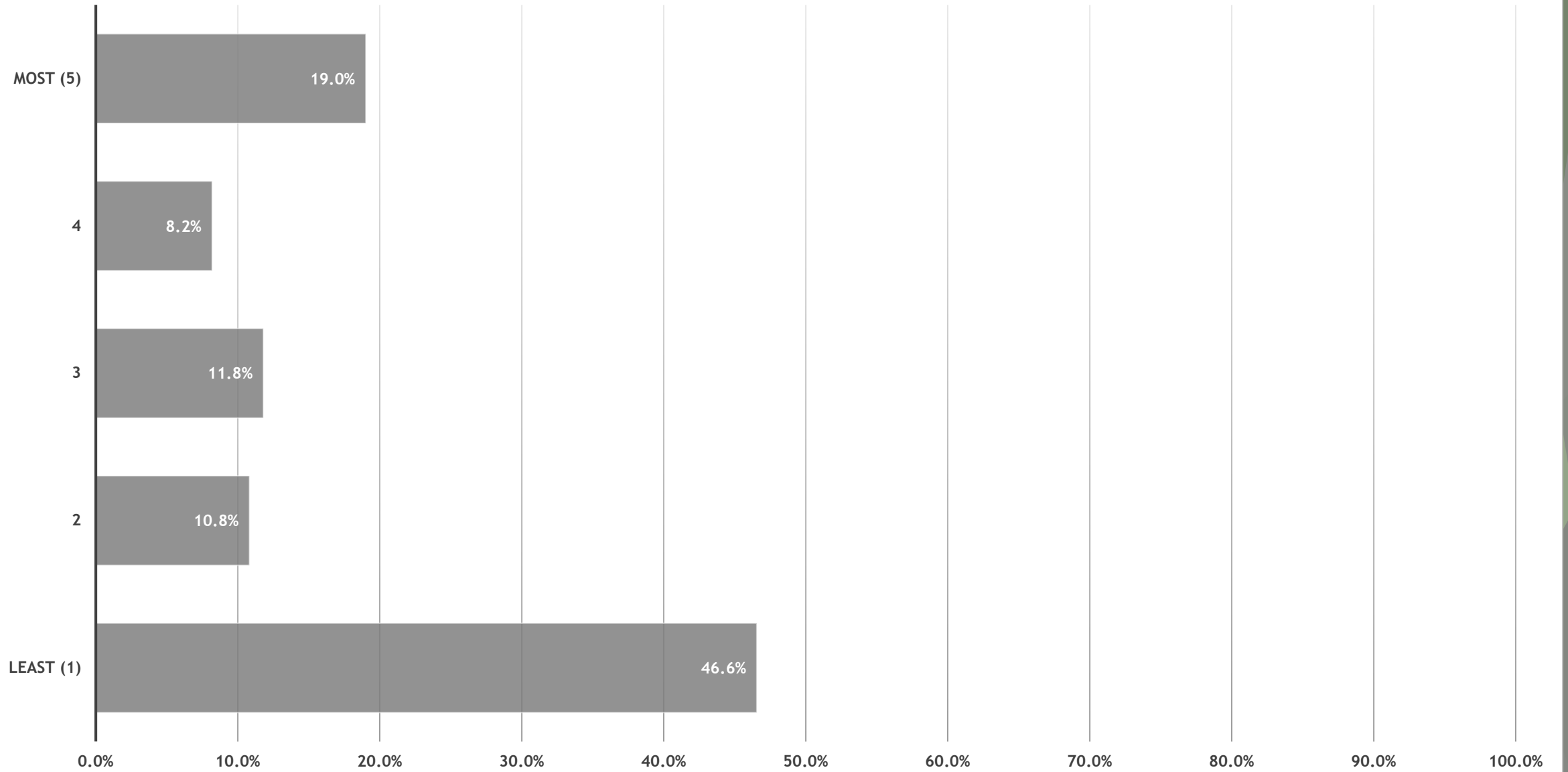
Website



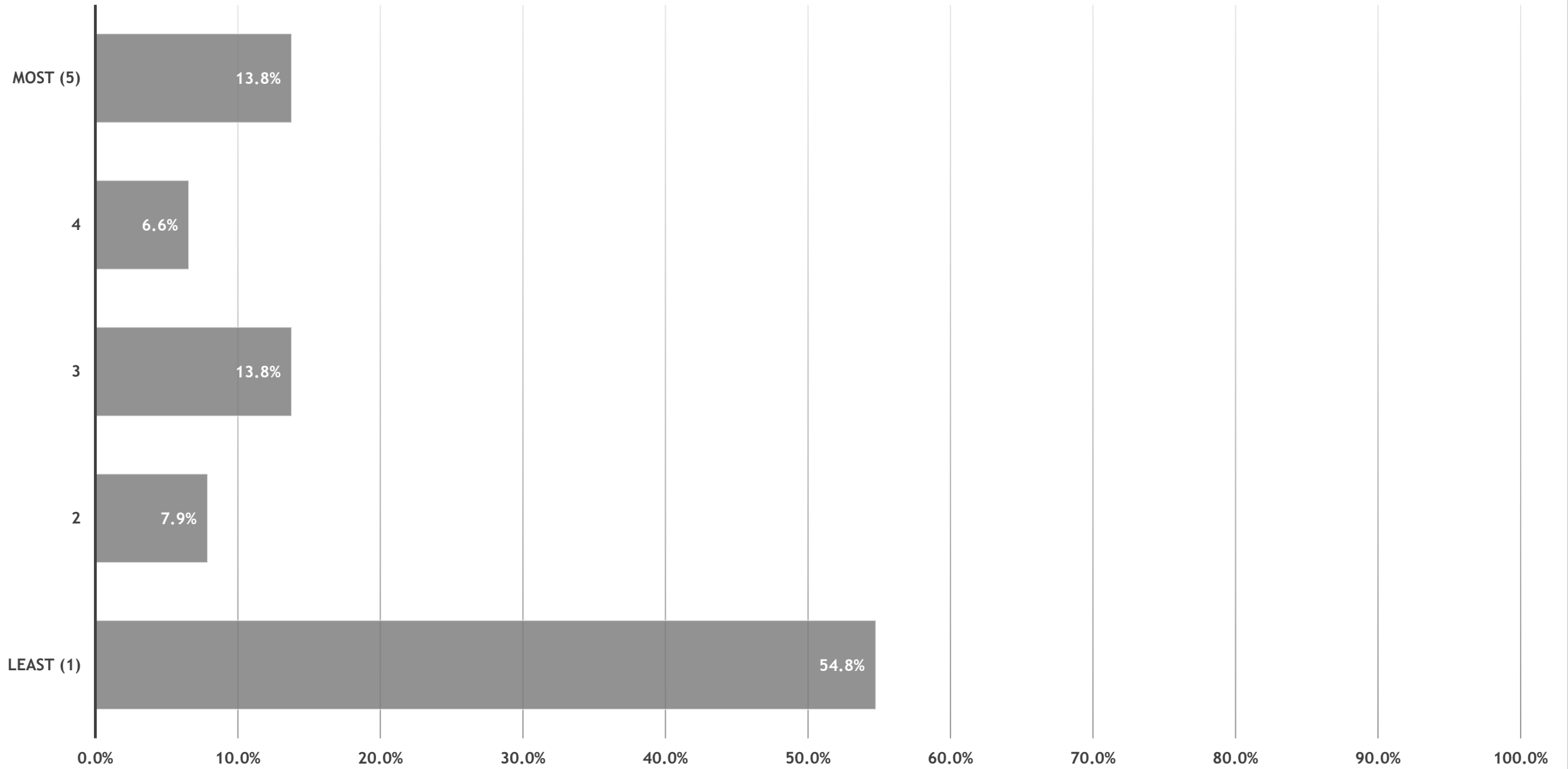
E-Mail or Text Messaging



Social Media



Phone Calls



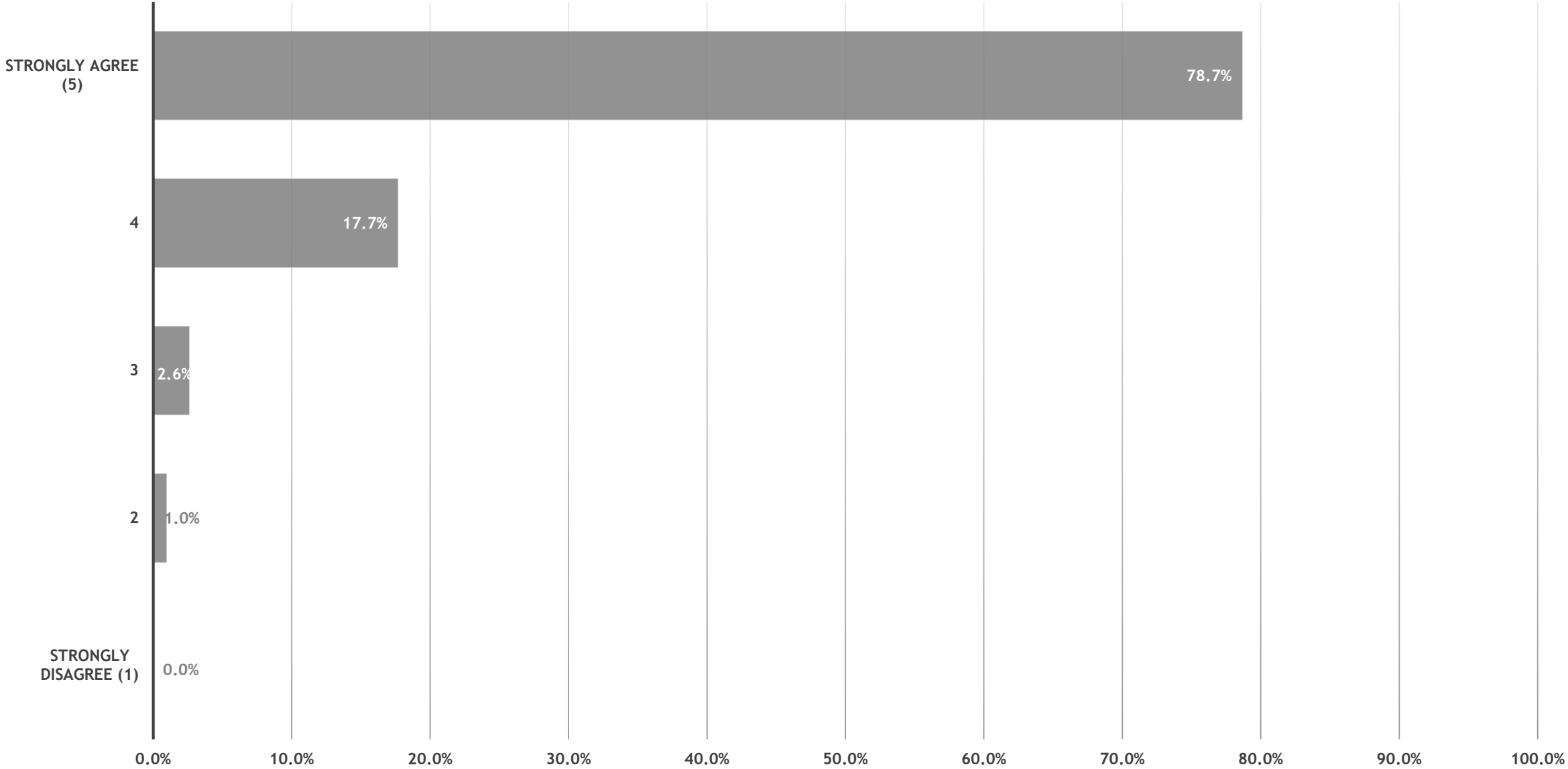
Service



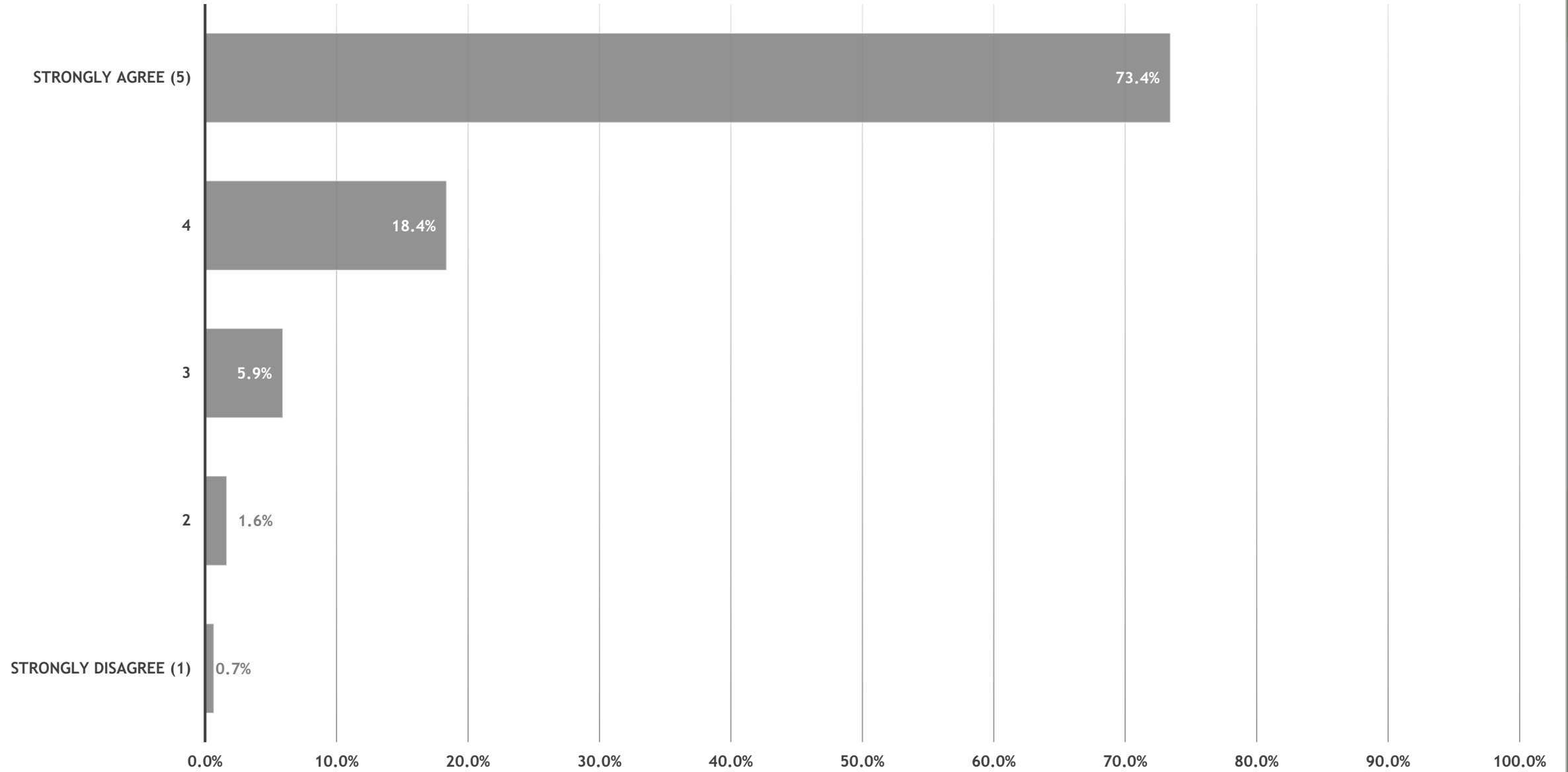
Using a scale of 1 to 5 stars, where "1" means "strongly disagree" and "5" means "strongly agree", please rate Shelby Energy's service in the following areas:

- Shelby Energy provides reliable service.
- Shelby Energy provides a timely response to outages and service issues.
- Shelby Energy efficiently maintains right-of-way.

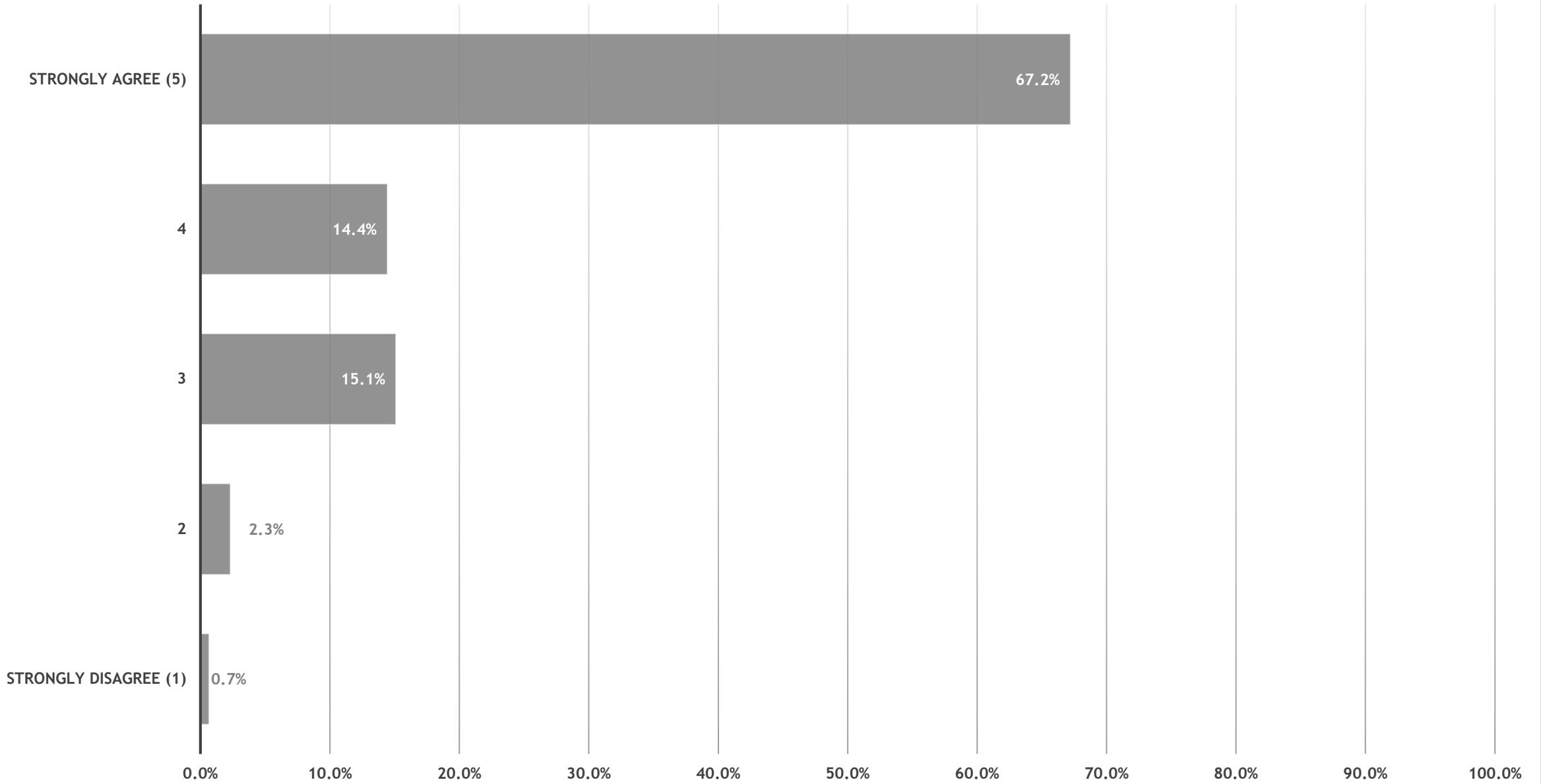
Provides Reliable Service



Timely Response



Maintains Right-of-Way



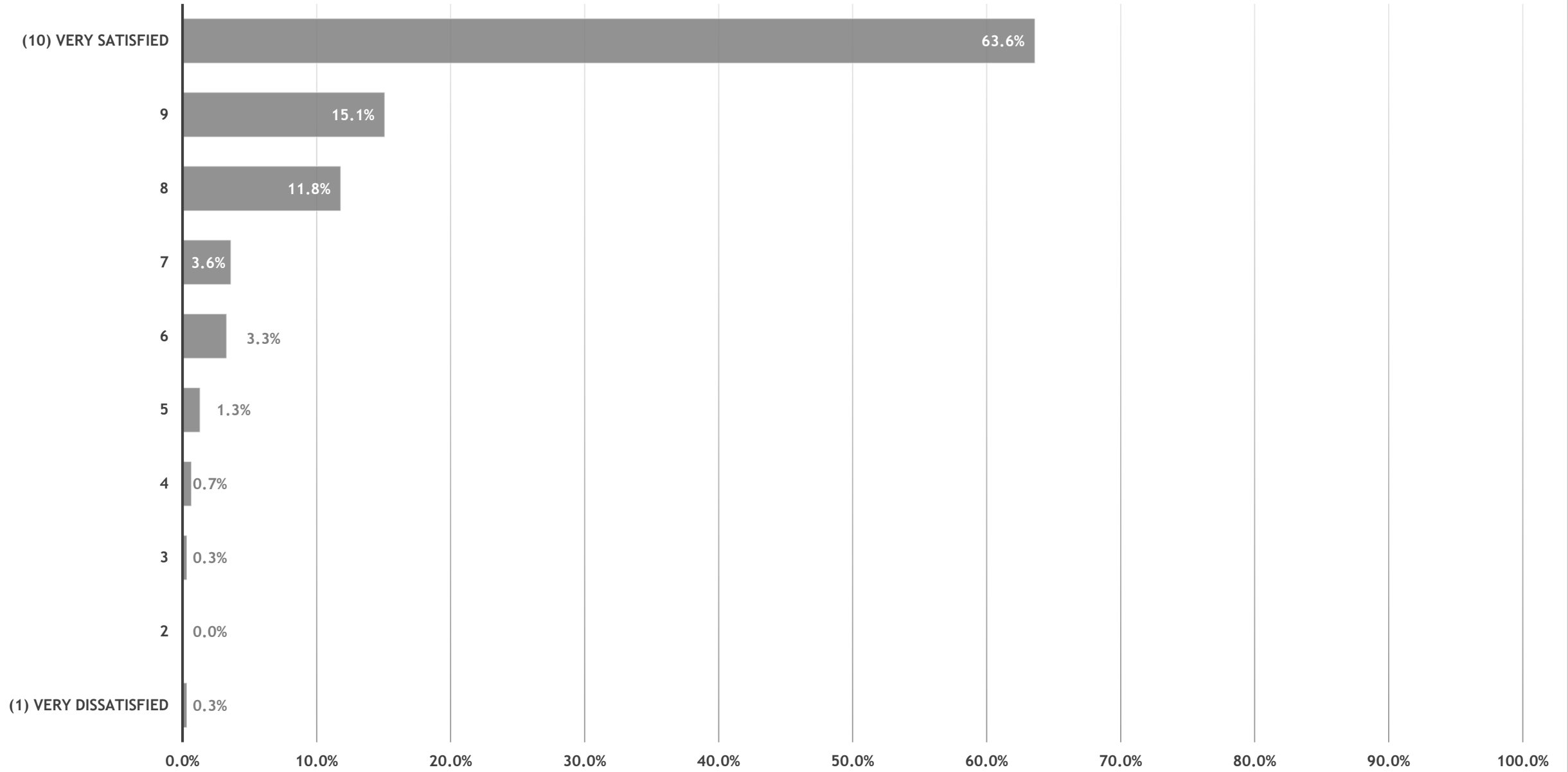
ACSI



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

- How satisfied are you with Shelby Energy Cooperative?
- To what extent does Shelby Energy measure up to the expectations you might have for a utility company?
- When you imagine an "ideal" utility company, how well do you think Shelby Energy Cooperative compares to that ideal?
- Assuming you could choose from more than one utility company, how likely are you to choose to be served by Shelby Energy Cooperative?

Satisfaction



Comments - Satisfaction

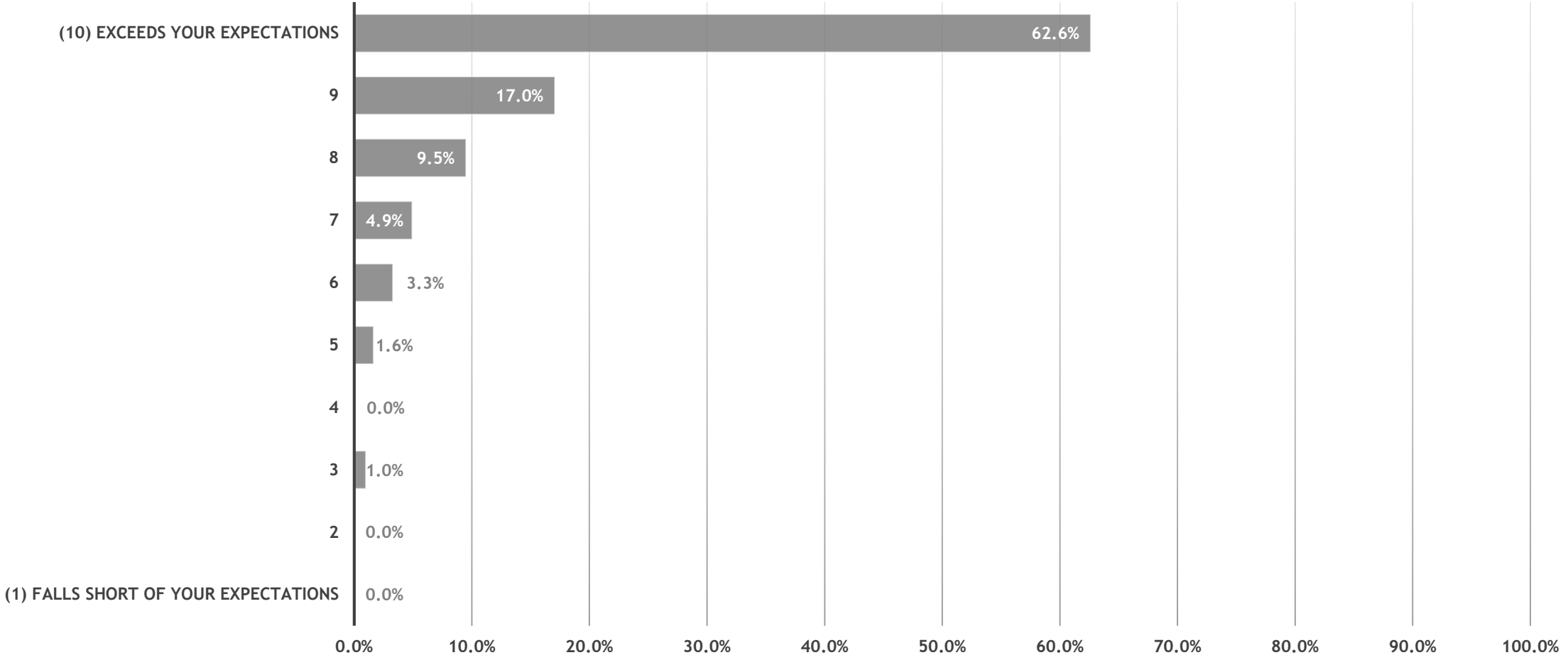
Positive

- ✓ I have never had a problem with my electric. Very dependable.
- ✓ Very pleased with services. Yes, we have outages but given the nature of KY's terrain, trees and weather it is understandable.
- ✓ Shelby Energy has high standards for service. Staff members are dedicated to providing power as reliably as possible.
- ✓ I have been pleased. No issues. Easy to pay my bill.
- ✓ I love the pay as you go and the app with payment options.
- ✓ Great service when we had a tree fall down. I would say they're the best.

Suggestions

- Could let us know about planned outages.
- One of the most expensive electric providers in Kentucky.
- Understand the need to clear trees from ROW but this year, your crew absolutely butchered the trees in our yard...far beyond past years...I spoke with the crew during the process and was told they were only following orders. Yes...butchered!
- Wish it didn't cost money to pay online. Really don't understand Consumer Facility Charge on my bill. It seems like that should be your responsibility as part of doing business.
- Get rid of convenience fee for paying online!!!
- In 18 months at this address I've had more outages and power "blips" than I did in 14 years at my previous address here in Shelby County (Simpsonville), but it was served by LGE/KU.
- I have had several instances of outage and no to little response. Also when paying online and being charged \$2.50 for paying online.
- Our current home electric bill is too high compared to previous residences of the same size. We have cut immensely on usage, keeping every light off. Running the ac in our home doubles the bill, and it's so tough to keep our house cool enough for our youngest daughter who suffer from febrile seizures (seizures caused from overheating).
- I hate that if I pay my bill on-line that I get charged a convenience fee! How dumb! The convenience is all yours, nobody handling mail opening envelopes. We should get a discount for using the on-line bill pay. You get your money fast and done on a computer.
- Prices seem to be going up. Usage at my house is pretty consistent but the price fluctuations are inconsistent. Lines around my house have tree limbs all around. Before this year every time it storms power would go out. Last spring basement flooded because line snapped next door. While the on the ground workers were working as fast as they could and did do a great job getting it reconnected, I still lost several thousand dollars in damages caused primarily because the outage. I wish the coop offered some type of insurance or a refund program for when these thing happen. All of the people associated with Shelby Energy I've ever dealt with are very professional and courteous, no issues with those folks. Hopefully we can get some of these issues resolved.

Expectations



Comments - Expectation

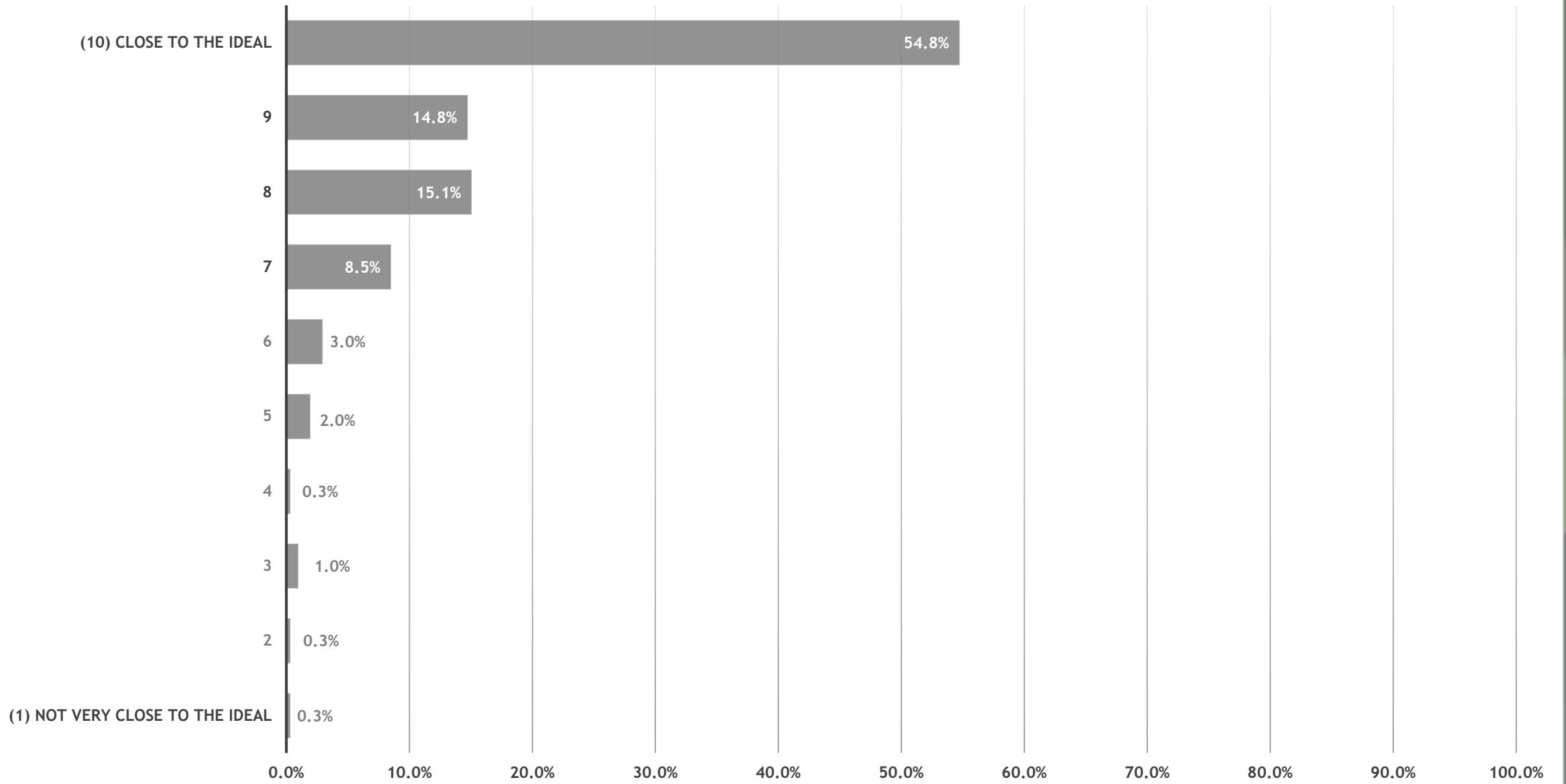
Positive

- ✓ I think Shelby does fine. The service could be a little cheaper but overall the service is fine.
- ✓ Power has always been restored in a timely manner. Haven't had too many issues of lost power over the last 15+ years.
- ✓ My expectations are high and faithfully met by Shelby Energy

Suggestions

- I would like to know more about solar options.
- Need high speed internet
- Get rid of the convenience fee for paying online!
- With regular blips and a couple of extended outages, Shelby Energy does not meet my expectations

Ideal Utility



Comments - Ideal Utility

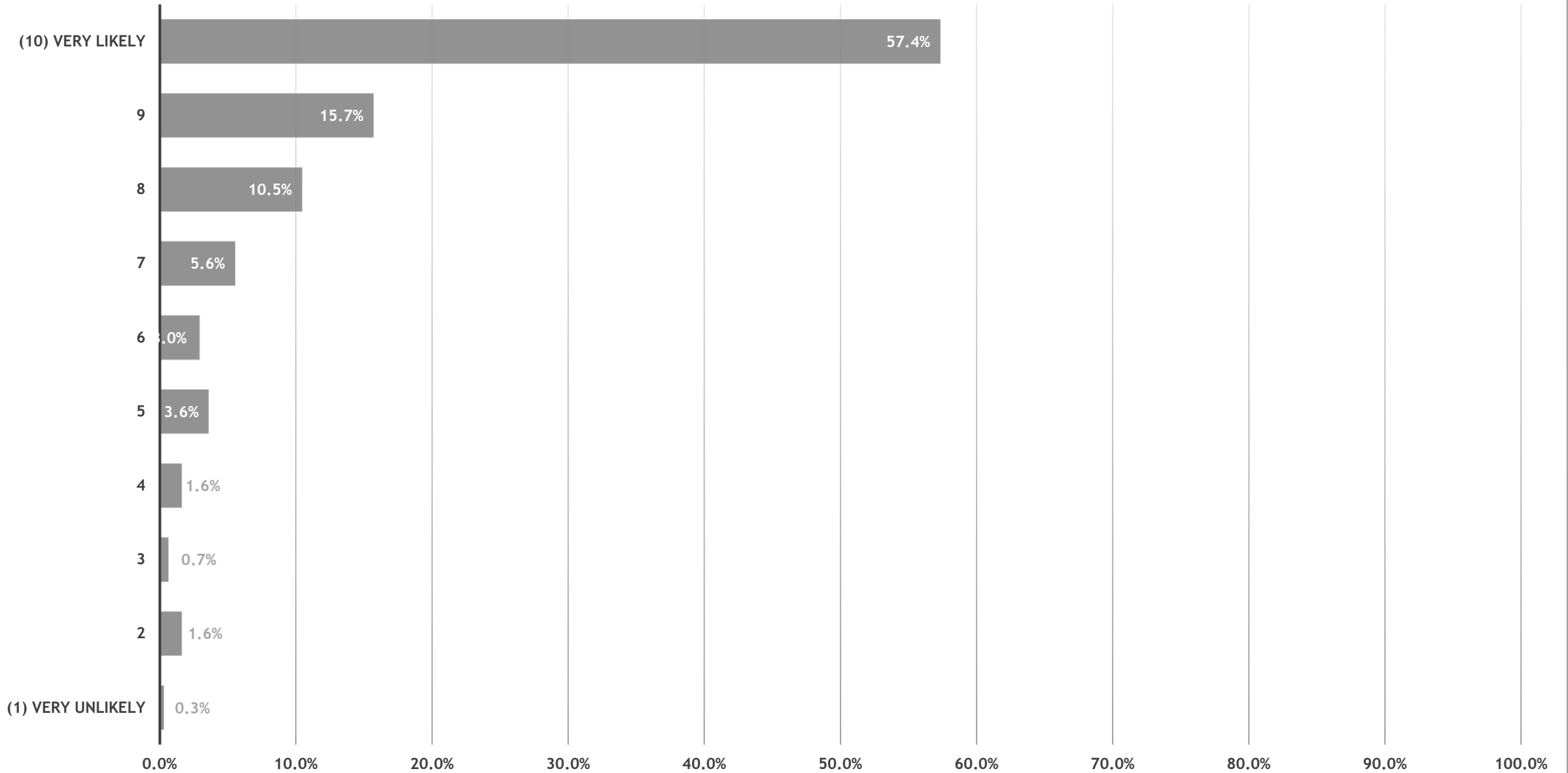
Positive

- ✓ Anytime I have ever called the response time was very good and customer service was great.
- ✓ Fair prices and good response to outages.

Suggestions

- I would like to know more about solar options.
- An ideal company would be a little cheaper and the communication would be a bit better. I've never even heard of a bunch of the programs that were talked about in this survey so unless they are new I would think they would have reached out about them.
- Get rid of the convenience fee for paying online!
- Please eliminate the convenience fee for paying online.
- My score reflects Shelby Energy's ability to get a bill delivered in time to make a payment. I have received a bill so late, that my electric payment transfer was late. This is why I receive my bill by email now.
- The one item that feels less than ideal in our experience so far is the outage tracking map. While its great to be able to see where outages are happening, the information listed for those outages doesn't feel useful. I'm sure the labels or codes listed for an outage make sense to the staff working to resolve the problem, but simpler labels (such as "under review" or "repairs underway") would help me more clearly understand where in the resolution process the outage is.

Choose Shelby Energy



Comments - Choose Shelby Energy

Positive

✓ I love the pay as you go. I wish the start up wasn't so expensive to not do pay as you go.

Suggestions

- KU is a cheaper option.
- Depends on whether they are as expensive as you.
- I do not have a choice so there is no comparison. If another company was cheaper, more reliable and faster response time then of course I would switch but that is not a possibility and I have no knowledge of other providers.
- Would like to have choices. I think the consumer gets more for their money when they have other options to choose from. I think this would help lower the price just like it has with cell phones.
- Please get rid of the convenience fee for paying online.
- If I had a choice and it was between Shelby Energy and someone that I was more familiar with, like LGE/KU, I would not choose Shelby Energy.
- Too expensive.
- Our bill with another utility company for a larger home was cheaper than the current bill at this residence.
- I would go with Kentucky Utilities if I could!!! My parents live close to me in a much bigger house much older and pay way less. Our power costs are high, especially for my small house that I keep the windows and curtains closed to keep the heat out during the summer and open in the winter. I don't turn on the lights unless needed. I just think it can be cheaper. I work in the power industry so have an idea what power prices are.
- Kentucky Utilities is much cheaper and service is less than a mile away.
- There is no additional choice. It's really a monopoly. I could go solar but at a high cost to me personally. I really wish there were more options available, competition is good.
- KU is somewhat cheaper.
- Shelby Energy's rates are higher than other utilities in the area.
- We only have one choice in KY. I am from Texas originally and we had a choice. No monopoly. I do wish they would offer special programs like they do down there. I.E. no electric read from 10pm-5am, etc.

Additional Comments

Positive

- ✓ Very glad to have the mobile app, but it can be a little hard to navigate especially with 2 meters on the account.
- ✓ Shelby Energy does a great job keeping the power on. Love the magazine every month.
- ✓ I am very pleased with the service I receive from Shelby Energy. I especially like the daily test messages I receive about how much electric I used the day before and my account balance. Adding funds to my account through the app is very useful as well. Thank you for your great customer service!
- ✓ We live in an area that some homes have Shelby Energy and some have LG&E. We almost always are less likely to have an outage. If we do have an outage, we almost always have power restored before the LG&E customers in our area. Thank you!
- ✓ Excellent company only wish rates were lower.
- ✓ I am very pleased overall with Shelby Energy Cooperative.
- ✓ Very nice, and polite staff. Professional people with great work ethic. Service is great! Have never had any issues. Would recommend highly to friends, family and strangers.
- ✓ We have had phenomenal service from Keith Miller and the trimming crews. Keith is terrific to work with. We have a great relationship. I try to help the crews in anyway I can, mostly by giving them easier access to my property. I have always felt they have treated me and my property with respect. They are hard working people. I appreciate them.
- ✓ We are very happy with the service of Shelby Energy Cooperative! It is like a family where everyone is taking care of each other!
- ✓ I love being part of the Shelby Energy Cooperative family! They are always looking out for my best interests and provide quick, reliable and safe service!
- ✓ I love Shelby Energy. There is always a fast response to power outages and everyone I have contact with is friendly, courteous and knowledgeable.
- ✓ We live in a condo development with limited choices. No heat pumps are permitted to my knowledge. This is our second home being served by Shelby Energy. Very happy with the service. I love the monthly magazine!
- ✓ Everyone at Shelby Energy is so friendly and will to help. Keep up the good work!
- ✓ Been on Shelby Energy for 12 years and their service and customer service is excellent! Thanks for all you do to keep our lights on!
- ✓ Thanks for maintaining our electric service. Great job
- ✓ Very happy. The tree program has benefit us all. I'll never forget the icestorm.
- ✓ Thank you for your services!
- ✓ Shelby Energy has always provided excellent service to our area. When I have had to call, I'm always given an explanation as for the reason our power is out and an approximate time it will return to normal.

Positive (continued)

- ✓ We are on KU in Shelbyville. It is great having Shelby Energy at our farm.
- ✓ Working through the circumstances of the COVID-19 pandemic has imposed adversity to overcome. It is apparent Shelby Energy staff stepped up to the extraordinary challenges to remain safe and reliable delivering power to its territory.
- ✓ Hope there's a good power company where I move to in the future like Shelby energy.
- ✓ "I have had zero issues with this company! If ever a question was asked you were always friendly & quick with a response!
- ✓ Keep up the good work!!"
- ✓ "We have been customers for over 25 years and it wonderful they respond quickly.to outages and the pay as you go is a great way to manage our bill..But most of all the ladies at Shelby energy are a very nice bunch of ladies who handle all problems with ease
- ✓ Thanks for all you do. The whole team is great."
- ✓ Realizability first our service has drastically improved form last year. ROW must be in much better shape
- ✓ The staff is always very helpful.
- ✓ "Im very pleased and a happy customer.
- ✓ Thank you for all you do."
- ✓ Rates are too expensive, other than that pretty good service
- ✓ Shelby energy has been great and we have had zero issues. Thank you for the outstanding service!
- ✓ Shelby Elective Is reliable and makes payment easy. I do wish they would make cleaner cuts when service right-of-way. Thanks
- ✓ Employees are polite, courteous, friendly, helpful, and treat you like family. A lot to be said for a company who has the aforementioned qualities.
- ✓ We switched from LG&E to Shelby Cooperative and you are above and beyond anything we had previously! Great service and easy navigation of the website and payments.
- ✓ Nannette and Pam are awesome at Shelbyville location. Always helpful and go above and beyond.
- ✓ Shelby Energy has always restored electricity in a timely manner and keeps its customers updated on Facebook. The employees are always professional and courteous.
- ✓ We have had your utility service for almost 19 years and have found the service to be completely reliable. We rarely lose power and when we have, the restoration of power has been incredibly fast. Your customer service is fantastic. Thanks!
- ✓ Having been a Shelby Energy member for many years, I have seen many improvements in the quality of service and reliability of steady electrical service. We are thankful for the hard work of the employees and the leadership of the COOP to continue to provide good service and affordable electricity to your customers.

Suggestions

- If your rates were at least comparable to other electric companies in our area I would love your service.
- New poles to raise lines were put in next to old poles and we were told the old ones would be removed later. Since COVID has managed to turn things upside down I was wondering if this is now a no go. Just wondering, not complaining.
- when there is an outage there is a slow response even when we are the only ones (we had a tree fall in the past) and during the ice storm everyone on our road got their electricity back on and we kept reporting ours and nothing was done till I finally got to speak to a friend that works there. They thought ours was on and were just ignoring our constant calls. I know that was an emergency but it would have been nice to speak to someone and we could have explained this.
- Would like to see \$1.00 charge for online bill pay not charged to our bill, have been a good standing member for 30 years and never missed a payment.
- I would like to pay my bill thru my online bank account if there is no extra charge.
- don't understand why there is a consumer facility charge, environmental charge and school tax. (I don't have kids in school)
- I still have an electric pole that is leaning. I reported it about 3 years ago and they said they would get it but it might be a while. It doesn't seem to be hurting service and hasn't fallen so I assume I am still on the schedule to straighten it.
- It would be great if there was no additional fee for paying my bill online with a credit card.
- Remove the charges for paying online. By paying online it makes it easier on both of us so why charge us? By mailing a check or dropping it off in person takes more time and money to process than doing it online.
- I like having my bill sent about a week before the end of the month, because it is how I have it budgeted. This month, I am waiting for the bill to be sent/available.
- Being new to area, I think it would be nice to have information about how to sign up for service and where. I had to call the office a couple of times when no one responded to my message and they were a little rude on the phone. Once I got set up, I have not had a single issue.
- Please get rid of the convenience fee for paying online!!
- Poppys General Store in Bedford change hours closes @ 1430 (2:30pm) had to try to use them to pay bill but could not! Did a great job during covid! Thanks!
- I don't think there should be a charge on paying your bill. The convenience fee is not right. As a utility you are paid enough. I should not have to pay you to take my money too!

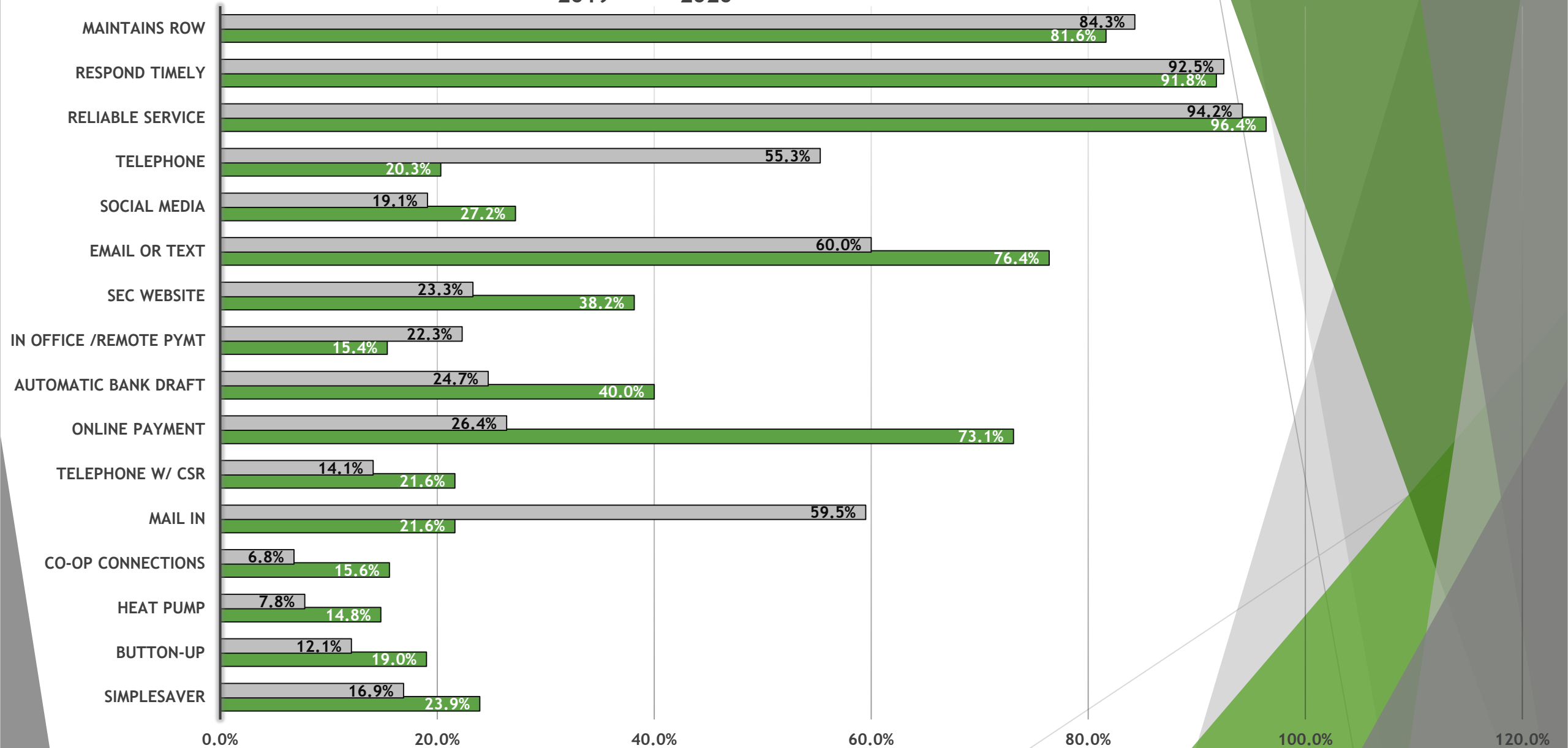
• **Suggestions (continued)**

- "1) Why do I need to call in to report outages? That was a big reason for upgrading to digital meters. 2) I love the folks at Shelby Energy, and the response time is incredible whenever there is an outage or a need. I struggle with the cost of electric as compared to other local electrical providers, but I think Shelby Energy's level of service warrants the extra money each month."
- I would appreciate being able to pay online without a surcharge instead of having to drop it off in person. That is ridiculous in this age of online payments.
- I don't appreciate being charged \$15 every single month for the pay as you go program. It's too much.
- I called to have someone check to see why my bills are so high, I think it was called Energy Audit and was pretty much told no.
- My only complaint is charging a service fee for making online or automatic bank draft payments. Nobody else I do business with charges a fee for this service.
- several of these programs I wish I had known about because we just put in a new air conditioner with heat pump. But you send out this paperwork with big long explanations and I don't have the attention span nor time to get through them
- I do appreciate the cooperative, although I think there is so much more that could be done. We need alternatives that can help cut down on costs. The US is a net exporter of energy yet costs to the consumer has risen. That's illogical. As I said above my experience has not been the best with Shelby Energy. We've had more than 20 outages since I bought my house 7 years ago. Several of these occasions were for DAYS at a time. That's unacceptable unless a major storm caused the issue. This was not the case 98% of the time. The cooperative should devote more resources to rural areas and improve already existing infrastructure before adding new customers. I really wish the coop would prioritize this.
- I pay online with one payment for the three accounts I have . Why the 3 convenience fees instead of just 1 fee. It is just one banking transaction ?

Combined Percentage (4-5)

5 Point Scale

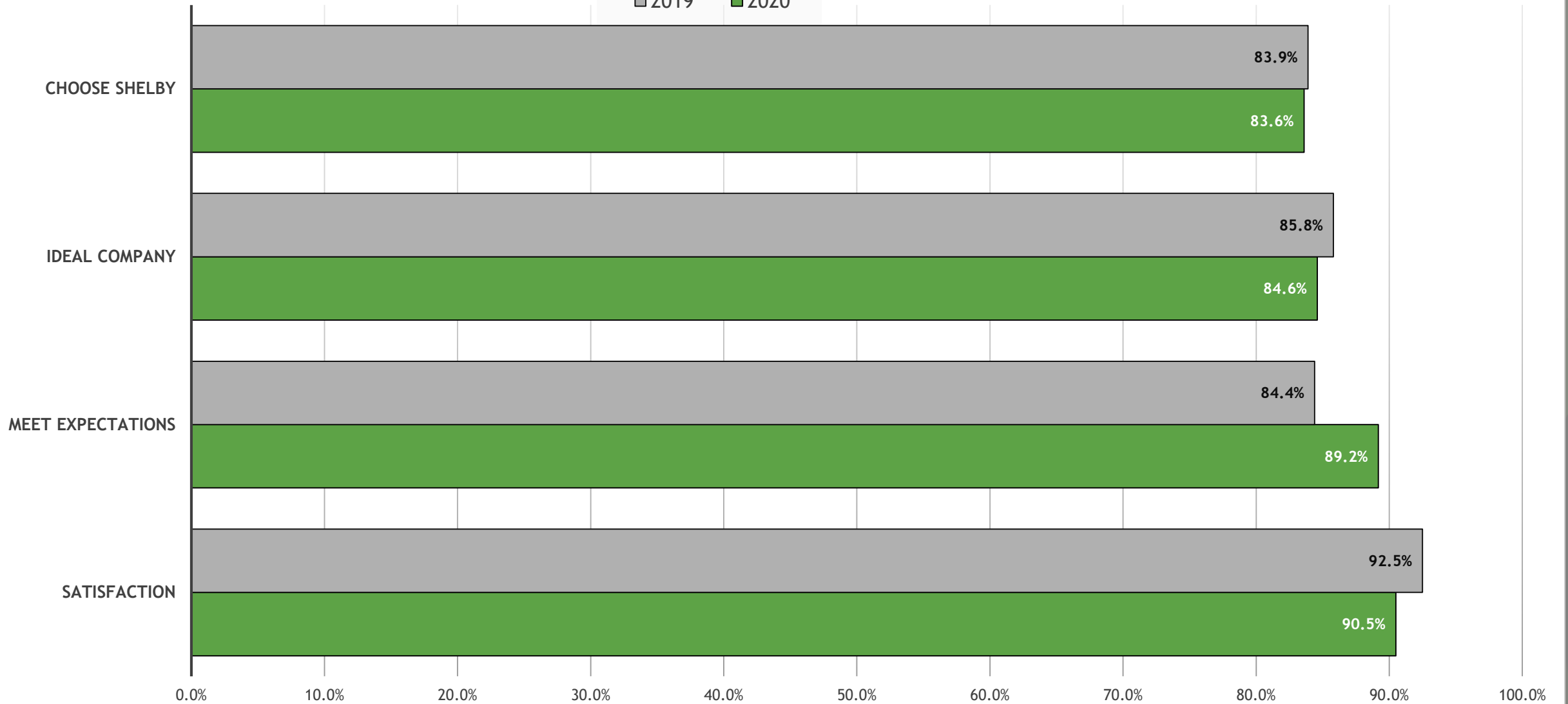
2019 2020



Combined percentage of scores 8+

10 point scale

2019 2020



American Customer Satisfaction Index (ACSI)

The ACSI 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 responses received by Shelby Energy provided enough data to establish a satisfaction rating of 90% for 2020.

Year	ASCI Score
2018	86%
2019	88%
2020	90%