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 13, 2015. 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”.)

- SimpleSaver Program
- Button-Up Weatherization Program
- Touchstone Energy Home Program
- Heat Pump Retrofit Program

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”.)

- Mail in payment
- Payment by telephone with a customer service representative
- Online payment
- Automatic bank draft payment
- In office or remote payment center

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”.)

- Shelby Energy website
- Email or text
- Social media such as Facebook and Twitter
- Telephone

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:

- Provides reliable service
- Responds timely to outages and service issues
- Efficiently maintains right-of-way
- Provides services with value
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?

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”.

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.

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?

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.
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 2015, 12,411 surveys were sent to members in the monthly bill.

- Response Rate = 10.98% (1,363 returned surveys).

- The purpose was to gather member satisfaction ratings to be used in the American Consumer Satisfaction Index (ACSI).
Member SimpleSaver Program Knowledge

- Participating: 12.1%
- Plan on Participating: 10.0%
- Neutral: 31.8%
- Heard of but Not Participating: 16.4%
- Never heard of: 29.6%
Member Button-Up Program Knowledge

- Never heard of: 49.1%
- Heard of but not participating: 15.4%
- Neutral: 23.7%
- Plan on participating: 7.6%
- Participating: 4.2%
Member TSE Home Program Knowledge

- Never heard of: 48.6%
- Heard of but not participating: 17.3%
- Neutral: 23.7%
- Plan on participating: 6.4%
- Participating: 4.0%
Mail In Payment

- **Most preferred**: 54.0%
- **Preferred**: 10.1%
- **Neutral**: 9.5%
- **Less preferred**: 4.0%
- **Least preferred**: 22.4%
Payment Made Over Telephone with CSR

- Most preferred: 6.3%
- Preferred: 8.1%
- Neutral: 15.4%
- Less preferred: 11.4%
- Least preferred: 58.8%
Payment Made on Shelby Energy Website

- Most preferred: 19.9%
- Preferred: 7.5%
- Neutral: 9.2%
- Less preferred: 8.0%
- Least preferred: 55.4%
Bank Draft Payment

- **Most preferred**: 13.5%
- **Preferred**: 4.0%
- **Neutral**: 8.0%
- **Less preferred**: 10.7%
- **Least preferred**: 63.8%

Return to top of survey
Payment in Office or Remote Payment Center

- **Most preferred**: 21.4%
- **Preferred**: 8.3%
- **Neutral**: 11.7%
- **Less preferred**: 8.9%
- **Least preferred**: 49.7%
Receive Information by Email or Text Message

- Strongly agree: 40.5%
- Agree: 15.2%
- Neutral: 11.1%
- Disagree: 5.0%
- Strongly disagree: 28.3%
The graph shows the percentage of people who either strongly agree, agree, neutral, disagree, or strongly disagree with receiving information by social media. The results are as follows:

- **Strongly agree**: 10.2%
- **Agree**: 7.3%
- **Neutral**: 10.5%
- **Disagree**: 8.3%
- **Strongly disagree**: 63.6%
Receive Information by Telephone

- Strongly Agree: 47.7%
- Agree: 11.6%
- Neutral: 13.3%
- Disagree: 6.2%
- Strongly Disagree: 21.2%
Provides Reliable Service

- Strongly Agree: 73.2%
- Agree: 20.8%
- Neutral: 4.4%
- Disagree: 0.7%
- Strongly Disagree: 0.8%
Responds Timely to Outages and Service Issues

- Strongly Agree: 66.1%
- Agree: 24.8%
- Neutral: 7.2%
- Disagree: 1.1%
- Strongly Disagree: 0.9%
Maintains Right-of-Way

- Strongly Agree: 56.7%
- Agree: 25.8%
- Neutral: 13.0%
- Disagree: 2.3%
- Strongly Disagree: 0.9%
Provides Service with Value

- Strongly Agree: 55.4%
- Agree: 26.3%
- Neutral: 13.3%
- Disagree: 3.1%
- Strongly Disagree: 1.9%
How Satisfied Are You With Shelby Energy Cooperative?

- Very Satisfied: 46.5%
- Very Satisfied: 26.9%
- Very Satisfied: 17.6%
- Very Satisfied: 4.5%
- Very Satisfied: 1.7%
- Very Satisfied: 1.6%
- Very Satisfied: 0.5%
- Very Satisfied: 0.2%
- Very Satisfied: 0.2%
- Very Dissatisfied: 0.3%
- Very Dissatisfied: 0.3%
- Very Dissatisfied: 0.3%
- Very Dissatisfied: 0.3%
- Very Dissatisfied: 0.3%
- Very Dissatisfied: 0.3%
- Very Dissatisfied: 0.3%
- Very Dissatisfied: 0.3%
- Very Dissatisfied: 0.3%
- Very Dissatisfied: 0.3%
- Very Dissatisfied: 0.3%
To What Extent Has Shelby Energy Fallen Short of Your Expectations or Exceeded Your Expectations?

- **Exceeds Your Expectations**
  - 28.5%
  - 27.8%
  - 23.8%
  - 8.7%
  - 4.1%
  - 4.5%
- **Falls Short of Your Expectations**
  - 0.5%
  - 0.7%
  - 0.8%
  - 0.4%
  - 0.4%
  - 0.7%
How Well Do You Think Shelby Energy Cooperative Compares With That Ideal Utility Company?

- Close to the Ideal: 33.0%
- 26.9%
- 22.7%
- 8.4%
- 3.1%
- 3.6%
- 0.8%
- 0.9%
- 0.2%
- Not Very Close to the Ideal: 0.4%
If given a choice of utility companies, how likely is it that you would choose Shelby Energy Cooperative again?

- Very Likely: 42.4%
- Very Likely: 20.2%
- Likely: 15.6%
- Neutral: 8.7%
- Dissatisfied: 3.9%
- Very Dissatisfied: 4.2%
- Extremely Dissatisfied: 1.1%
- Very Unlikely: 1.2%
- Unlikely: 0.9%
- Very Unlikely: 1.8%
Ratings Combining the Top Two Scores on a 5-Point Scale

- Service with value: 81.8%
- Maintains ROW: 82.5%
- Respond Timely: 90.8%
- Reliable Service: 94.0%
- Telephone: 59.3%
- Social Media: 17.5%
- Email or text: 55.6%
- SEC Website: 22.6%
- In Office /Remote Pymt: 29.7%
- Automatic Bank Draft: 17.5%
- Online Payment: 27.4%
- Telephone w/ CSR: 14.4%
- Mail In: 64.1%
- Heat Pump: 8.7%
- TSE Home: 10.4%
- Button-up: 11.8%
- SimpleSaver: 22.1%
Ratings Combining the Top Three Scores on a 10-Point Scale

Choose Shelby Energy
- 2015: 78.2%
- 2014: 75.4%

Meets Expectations
- 2015: 82.5%
- 2014: 78.0%

Ideal Company
- 2015: 80.1%
- 2014: 76.8%

Satisfaction
- 2015: 90.9%
- 2014: 87.3%
Overview of Comments

- Nearly 24% (327 members) provided additional comments.

- In general, there were positive comments concerning member satisfaction with reliability and customer service.

- The most negative comments were concerning high bills and right-of-way issues.

- The comments reveal that a growing number of members have knowledge of all the programs that Shelby Energy offers in comparison with the 2014 responses.
Annual Survey Return Rate History

• **2015 Annual Survey:**
  12,411 surveys were sent out and 1,363 were returned or a 10.98% return rate.

• **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.
American Customer Satisfaction Index (ACSI)

- 250 randomly selected surveys submitted to ACSI for scoring – results completed December 17, 2015.

- The 2015 third quarter rating for “investor-owned” utilities in the United States was 71. Average rating for other Touchstone Energy Cooperatives for this same time period was 74.

- The response rate (confidence level of 95%) provided enough data to establish a satisfaction rating of 86.

- Shelby Energy’s ACSI score history is as follows:
  2013 – 81%  2014 – 82%  2015 – 86%