



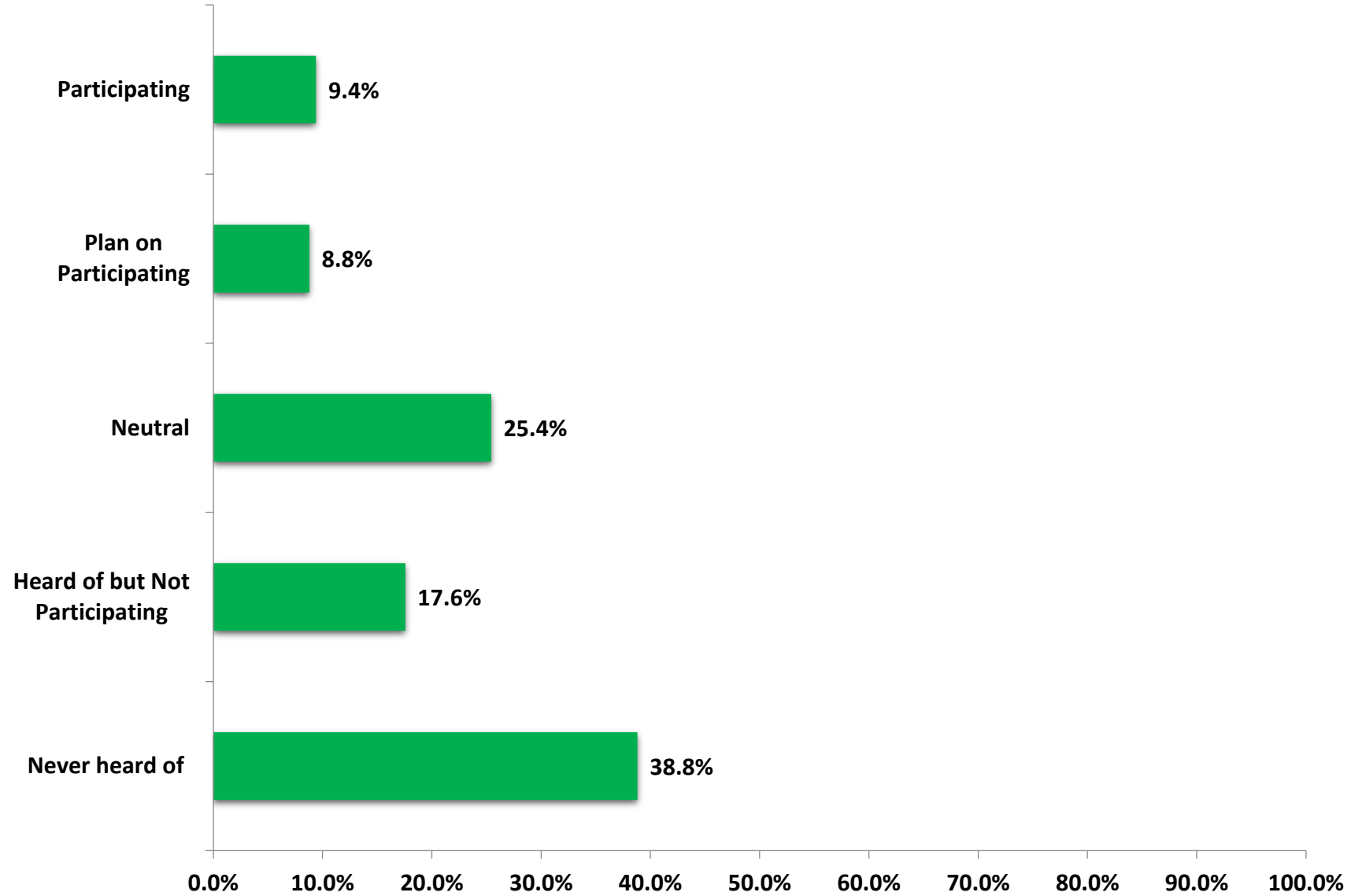
Shelby Energy Annual Survey Results

October 2018

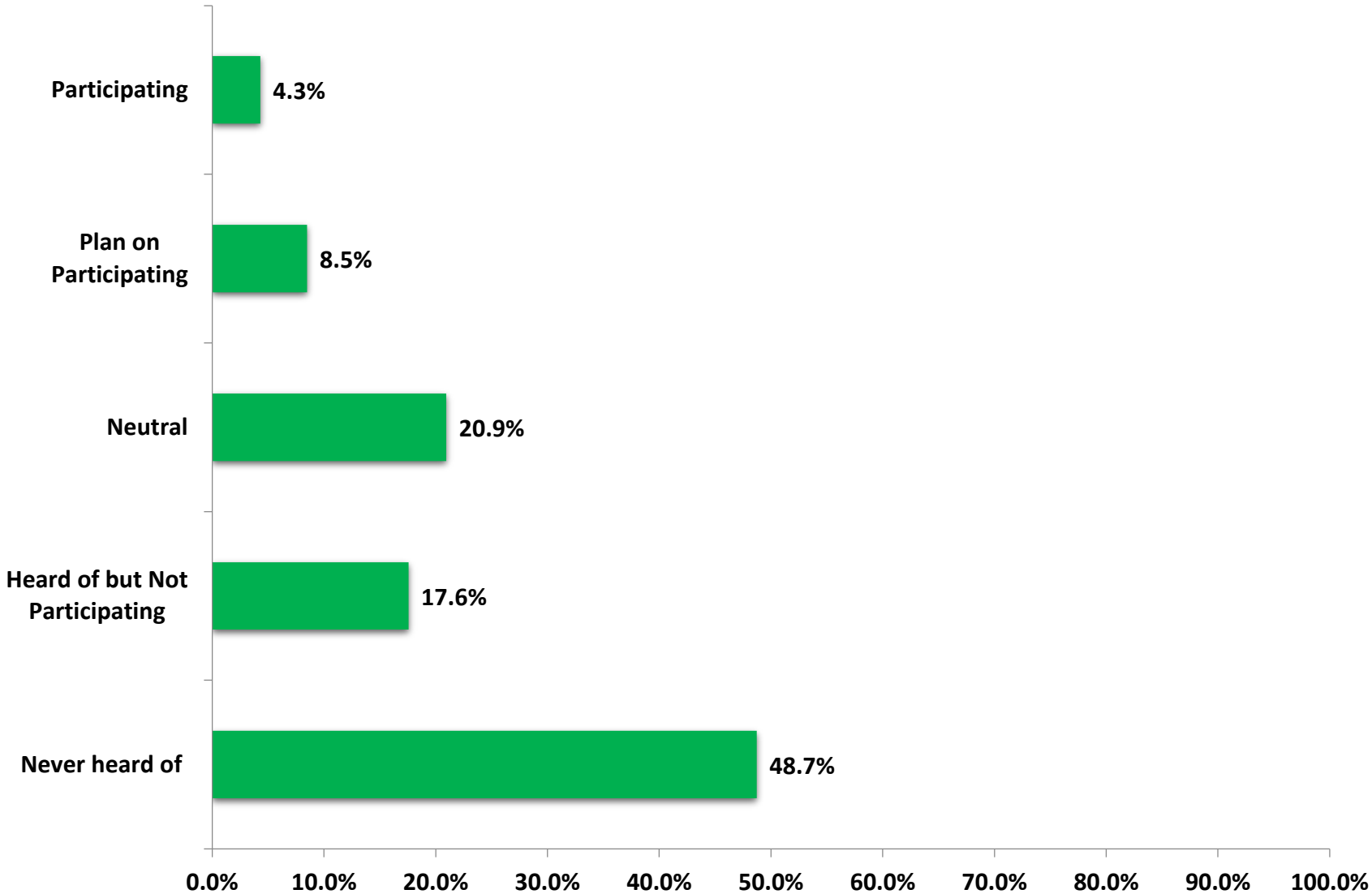
Background

- We developed this survey to gather information from members to learn how we can better serve them and address any issues brought to our attention through the survey.
- In July 2018, 12,838 surveys were sent to members with their monthly bills.
- Response Rate = 10.7% (1,375 returned surveys).
- This data was then used to gather member satisfaction ratings to be used in the American Consumer Satisfaction Index (ACSI).

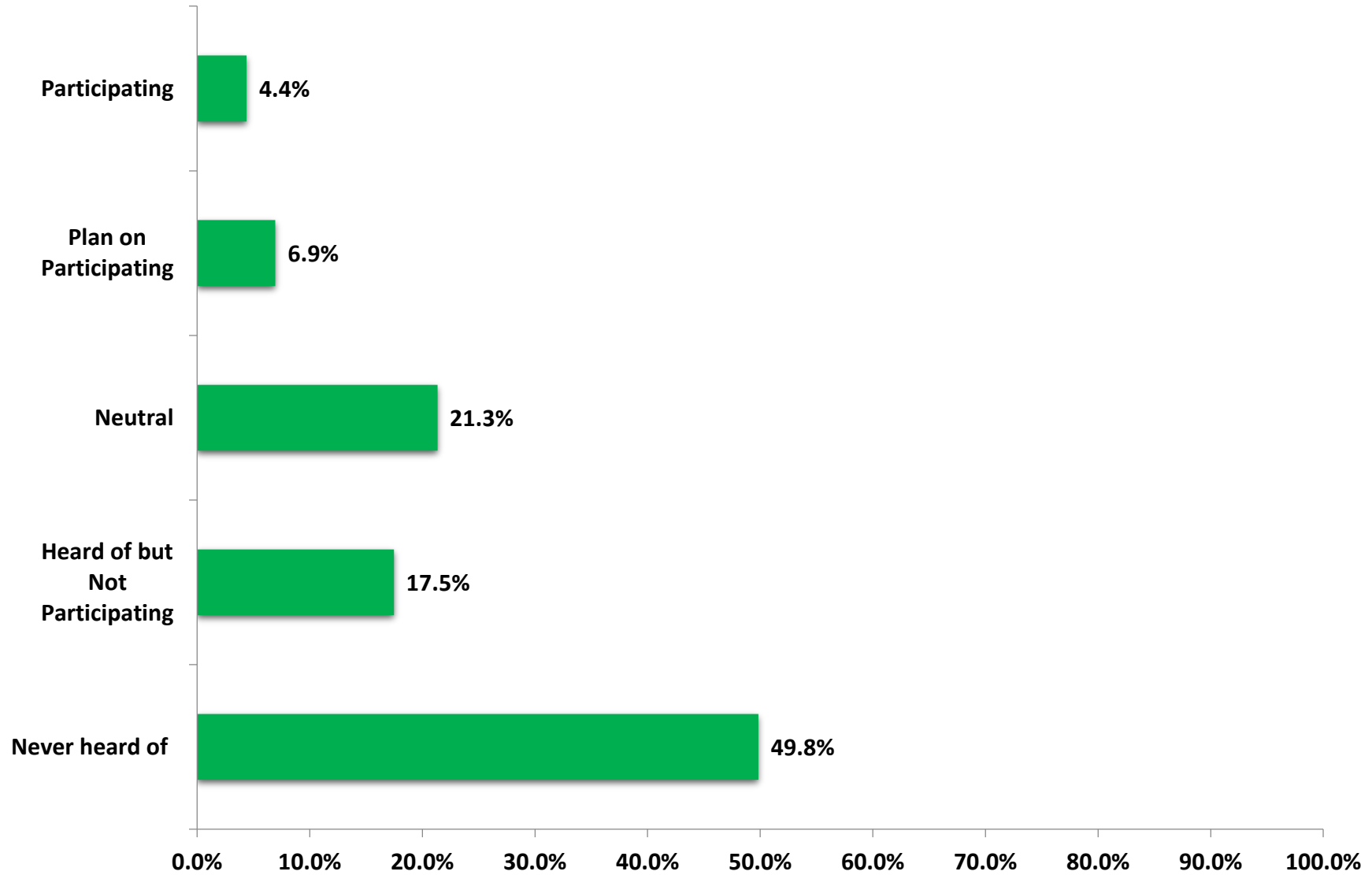
Member SimpleSaver Program Knowledge



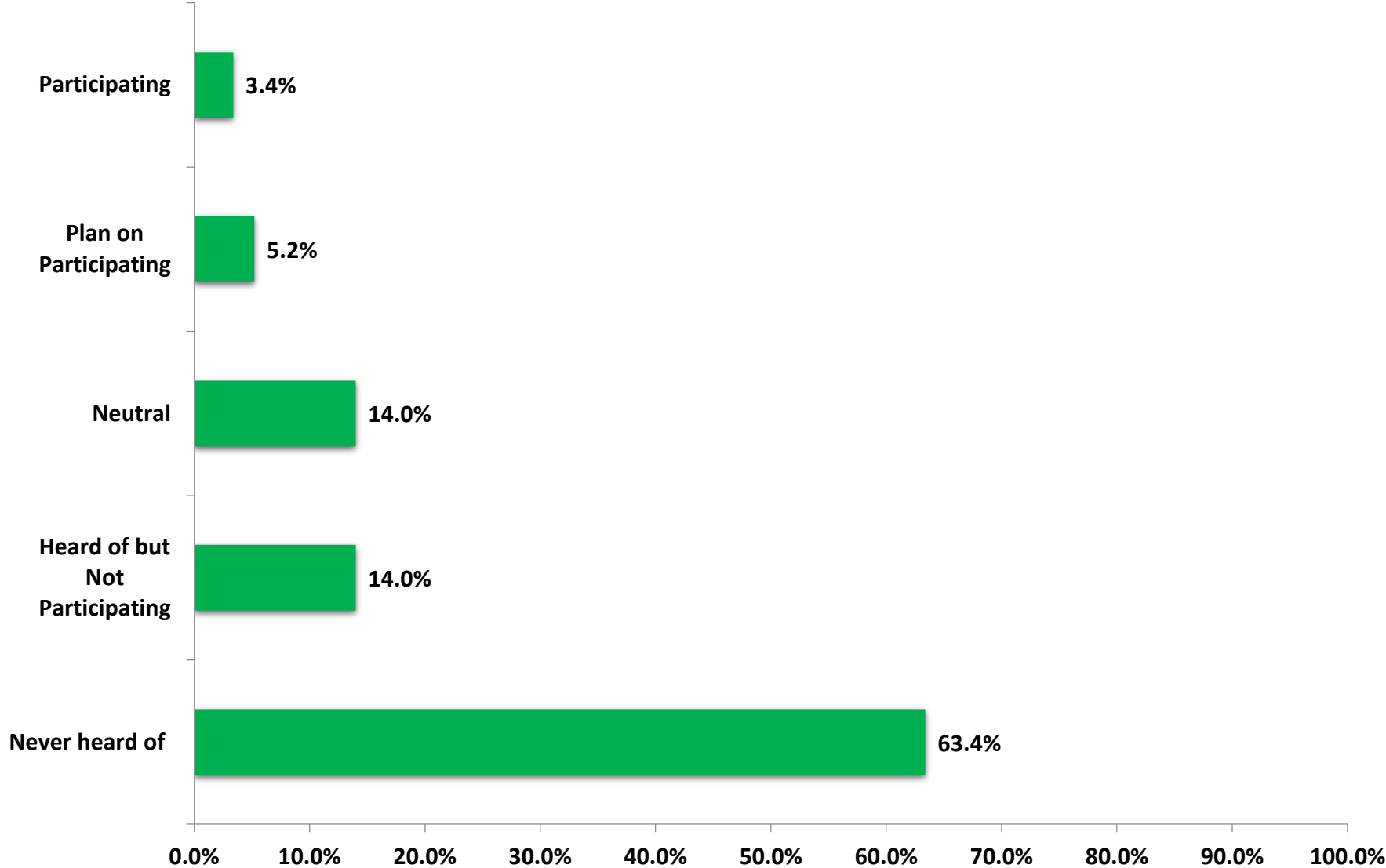
Member Button-Up Program Knowledge



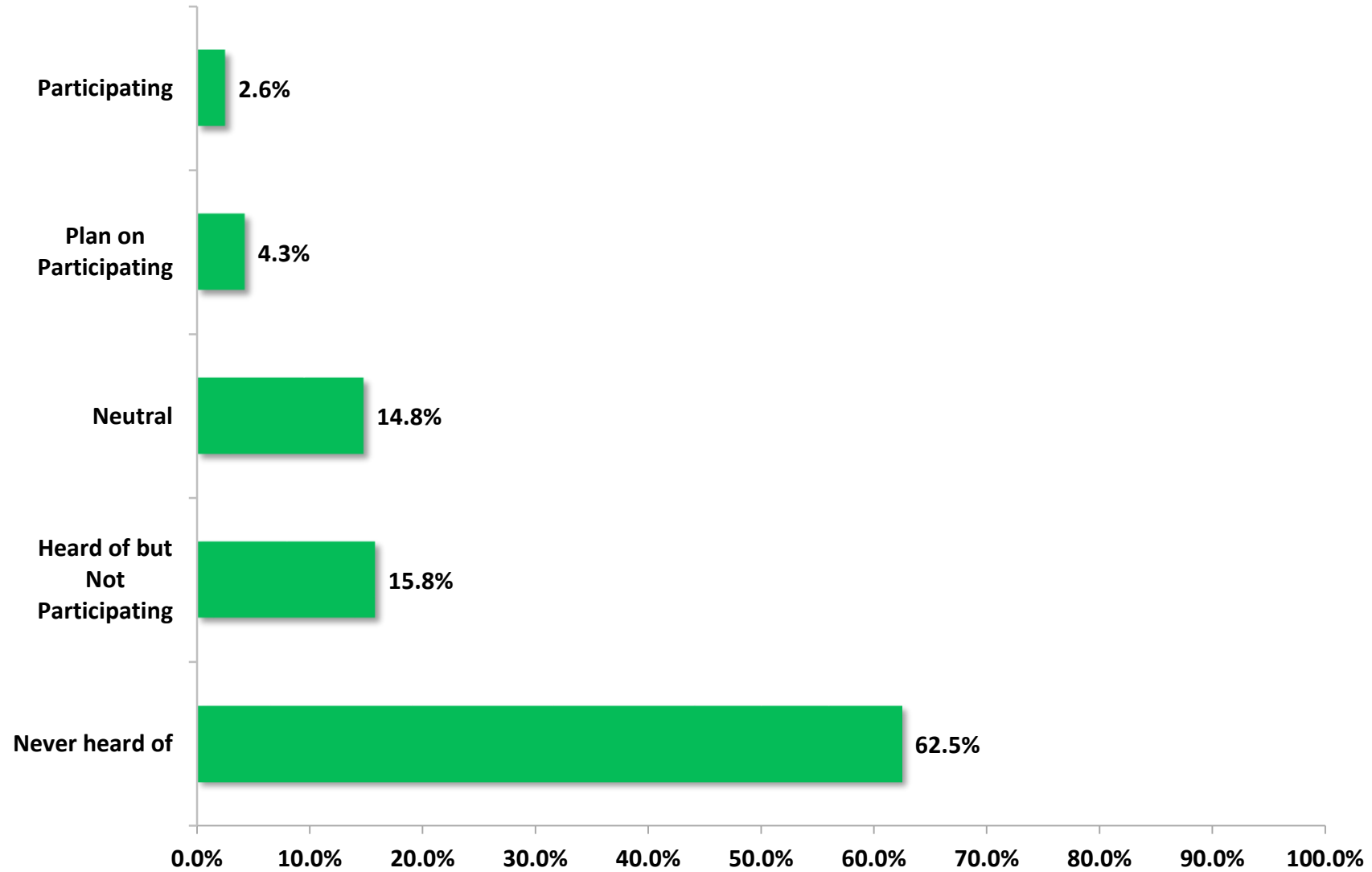
Member TSE Home Program Knowledge



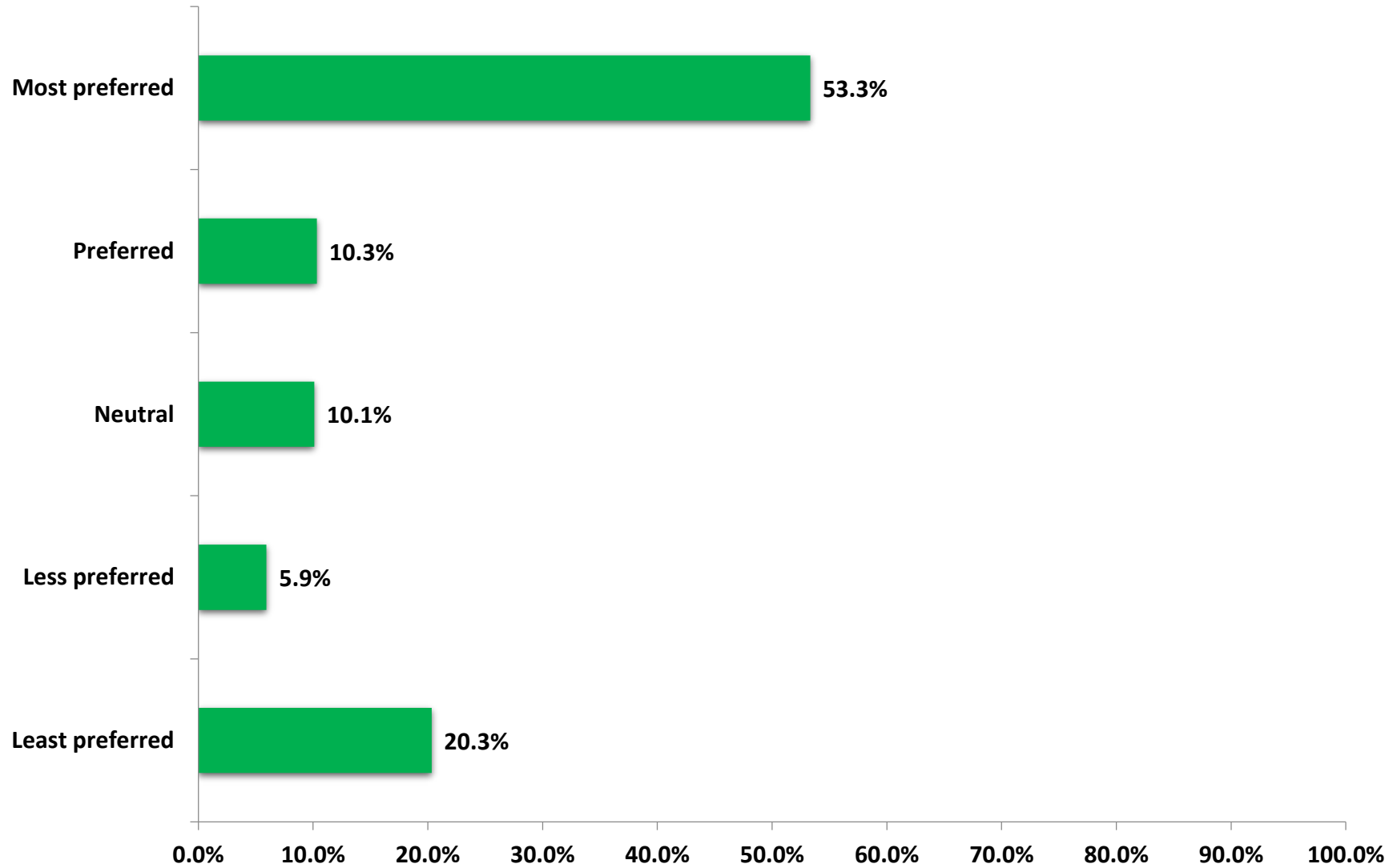
Member HeatPump Retrofit Program Knowledge



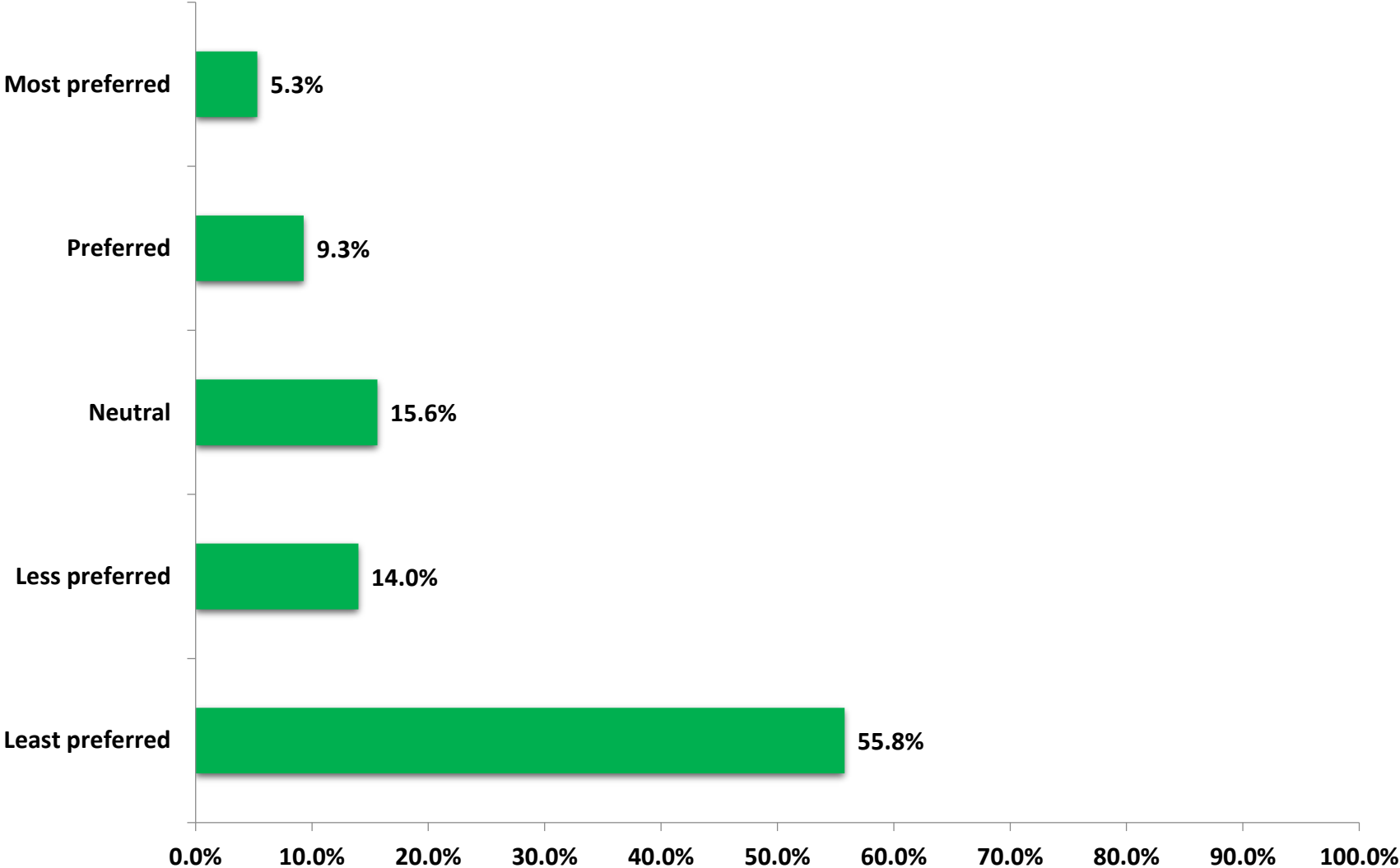
Cooperative Solar



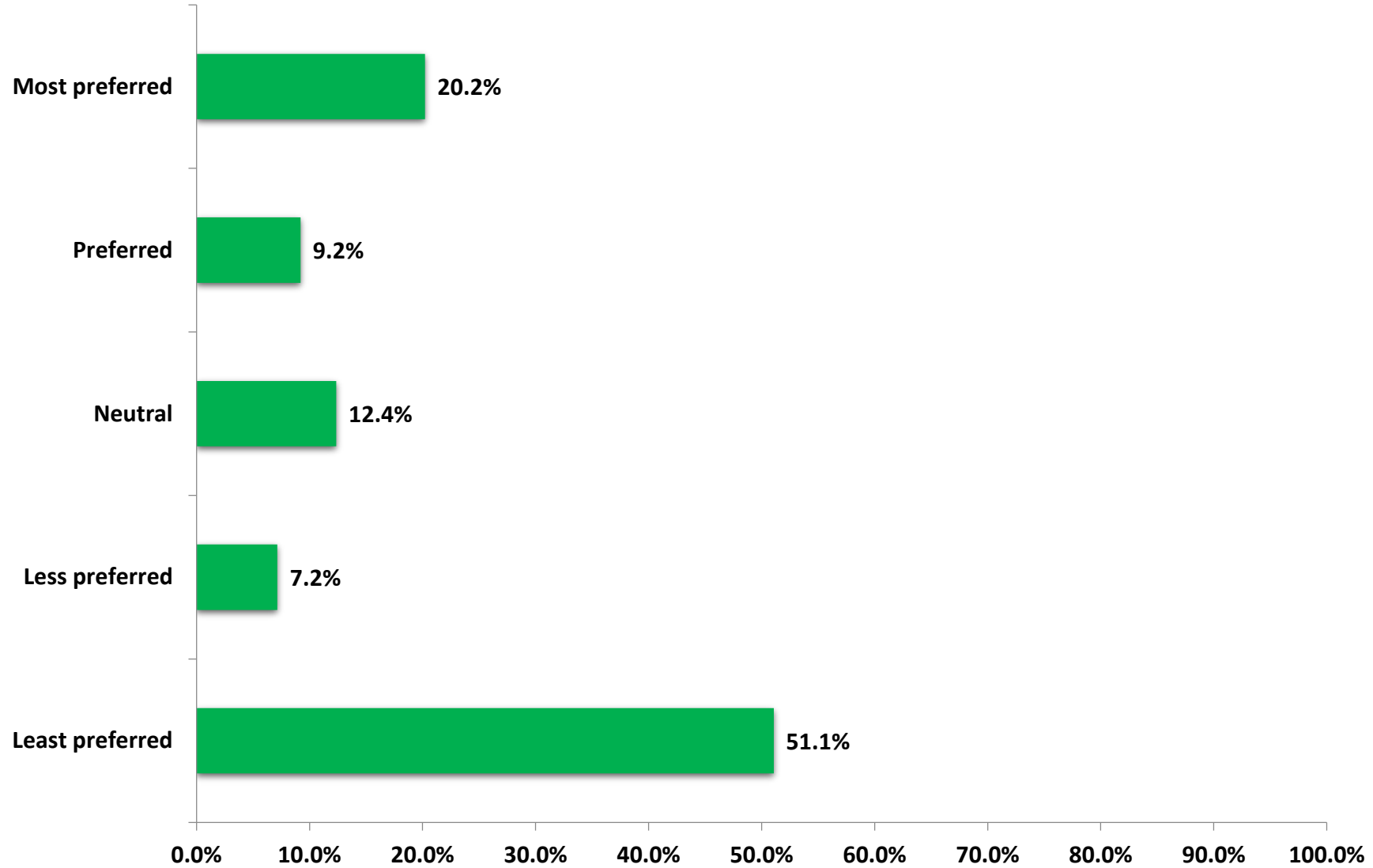
Mail In Payment



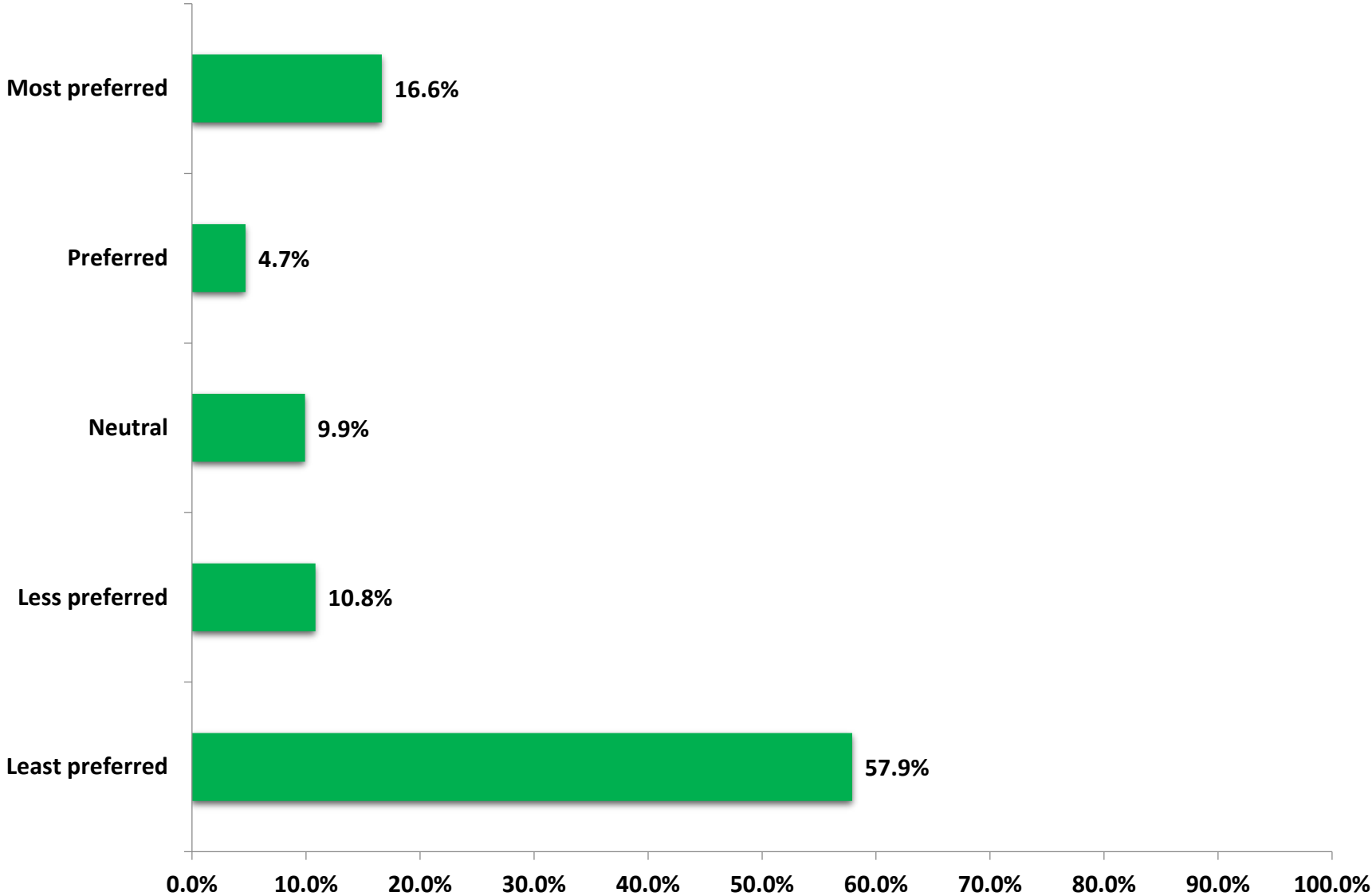
Payment Made Over Telephone with CSR



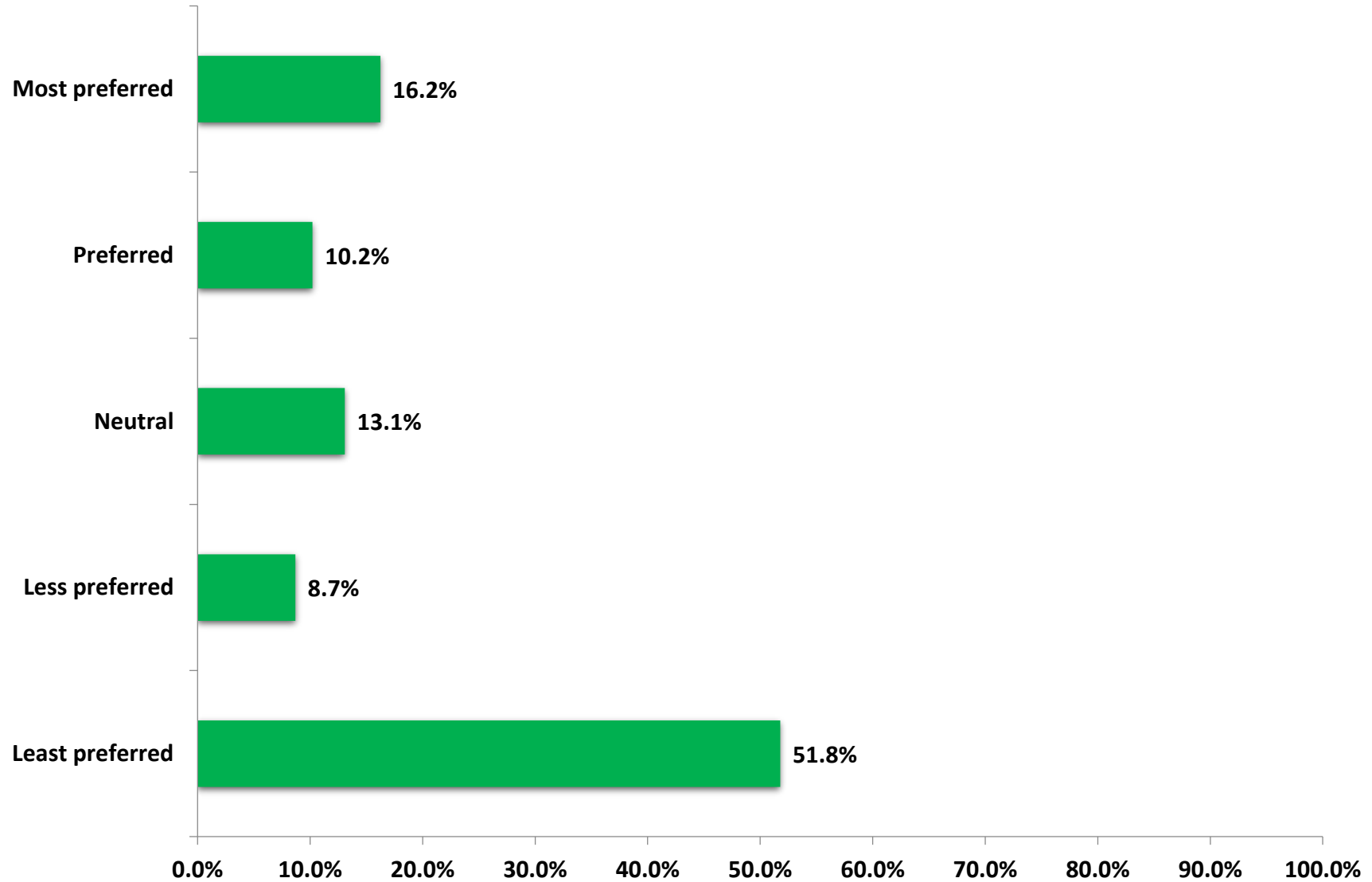
Payment made on Shelby Energy website



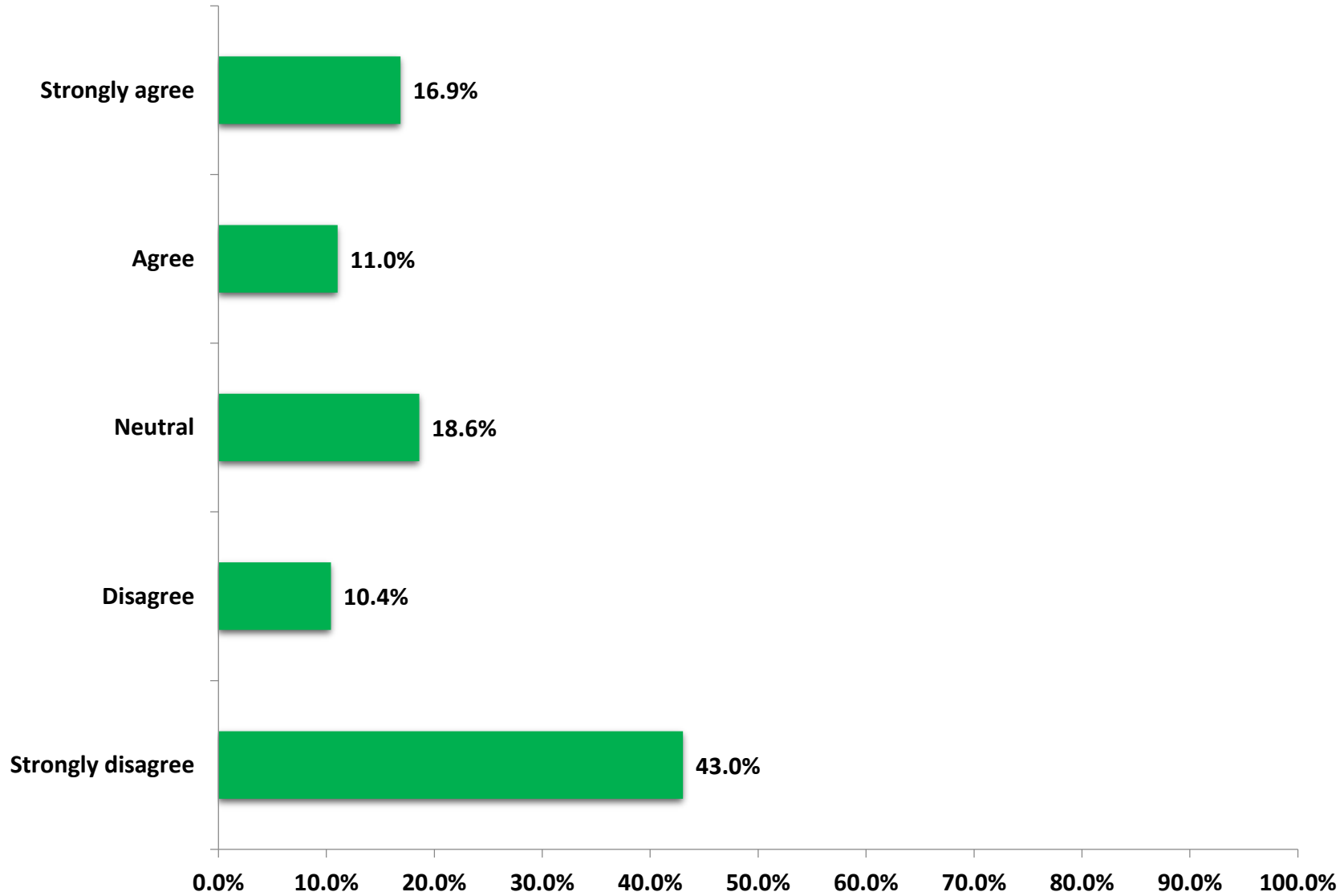
Bank Draft Payment



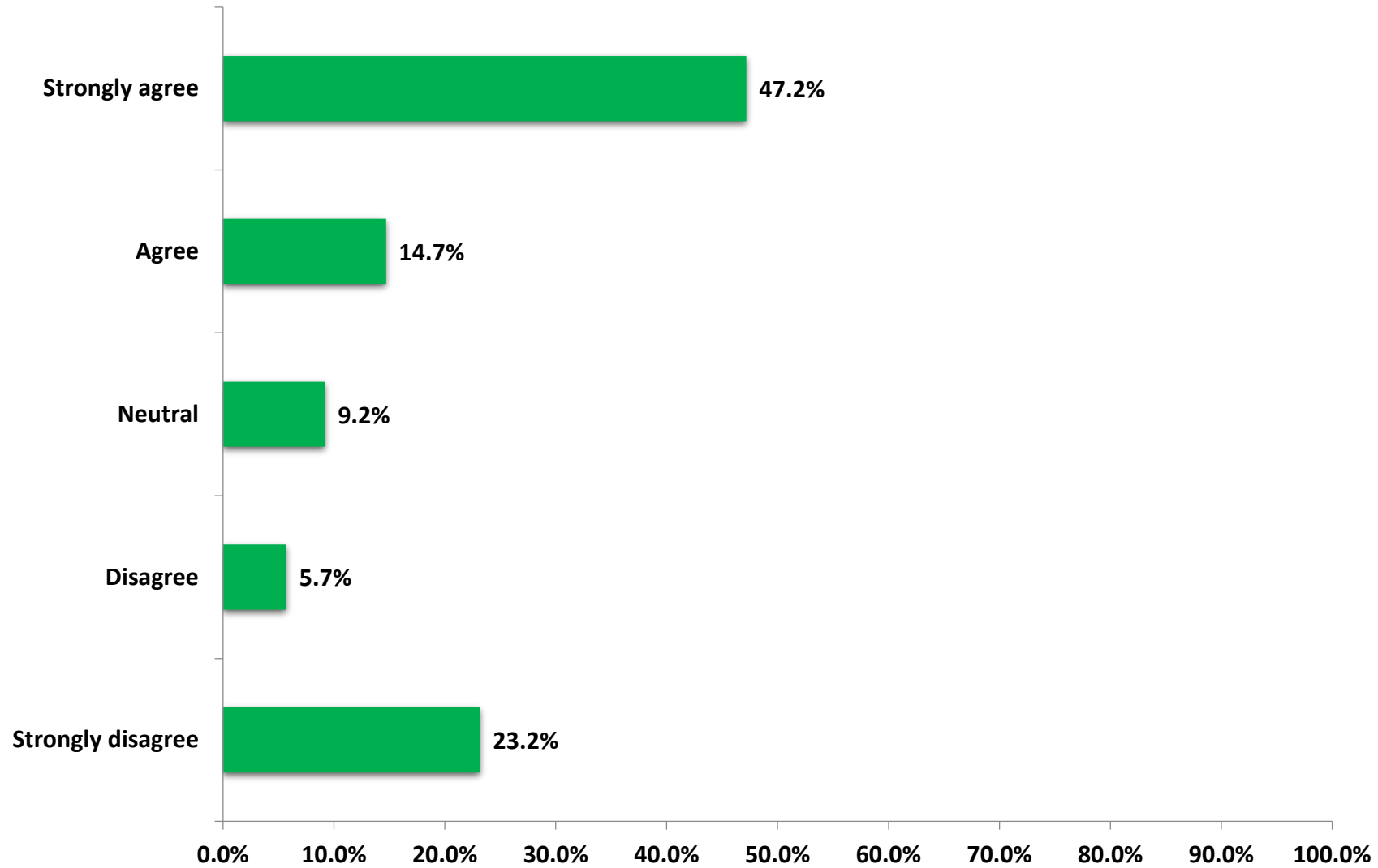
Payment in Office or Remote Payment Center



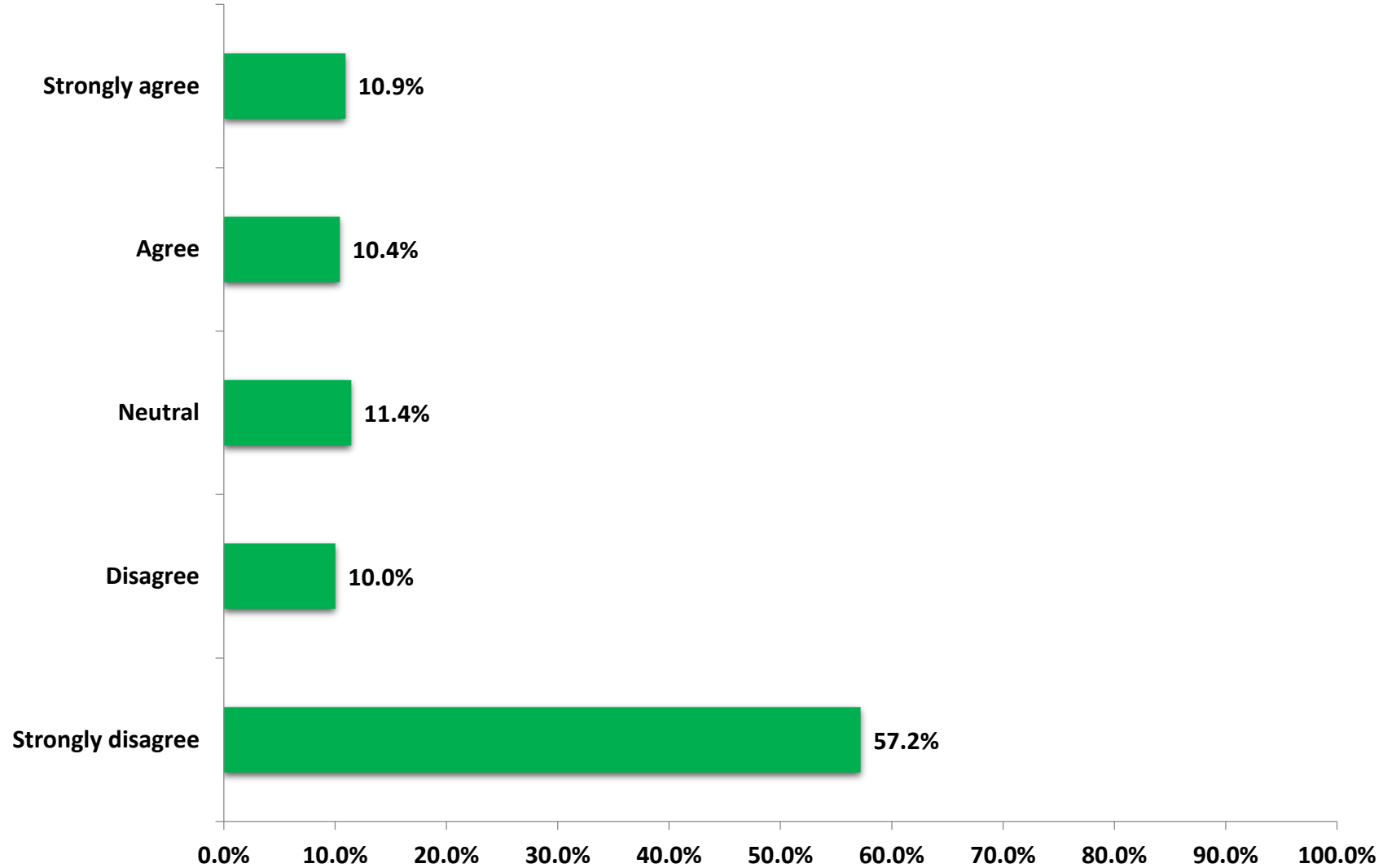
Receive Information by Shelby Energy Website



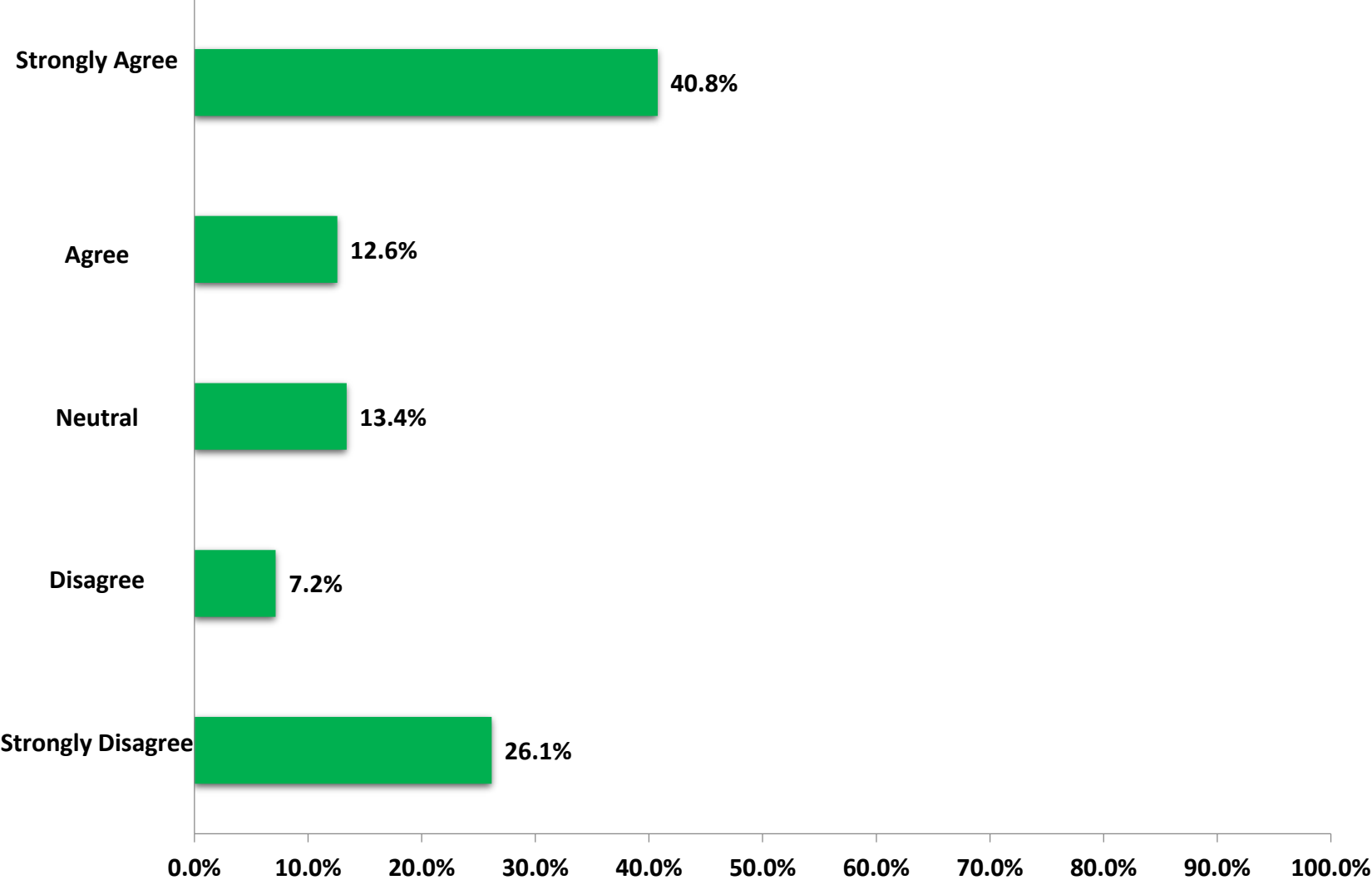
Receive Information by Email or Text Message



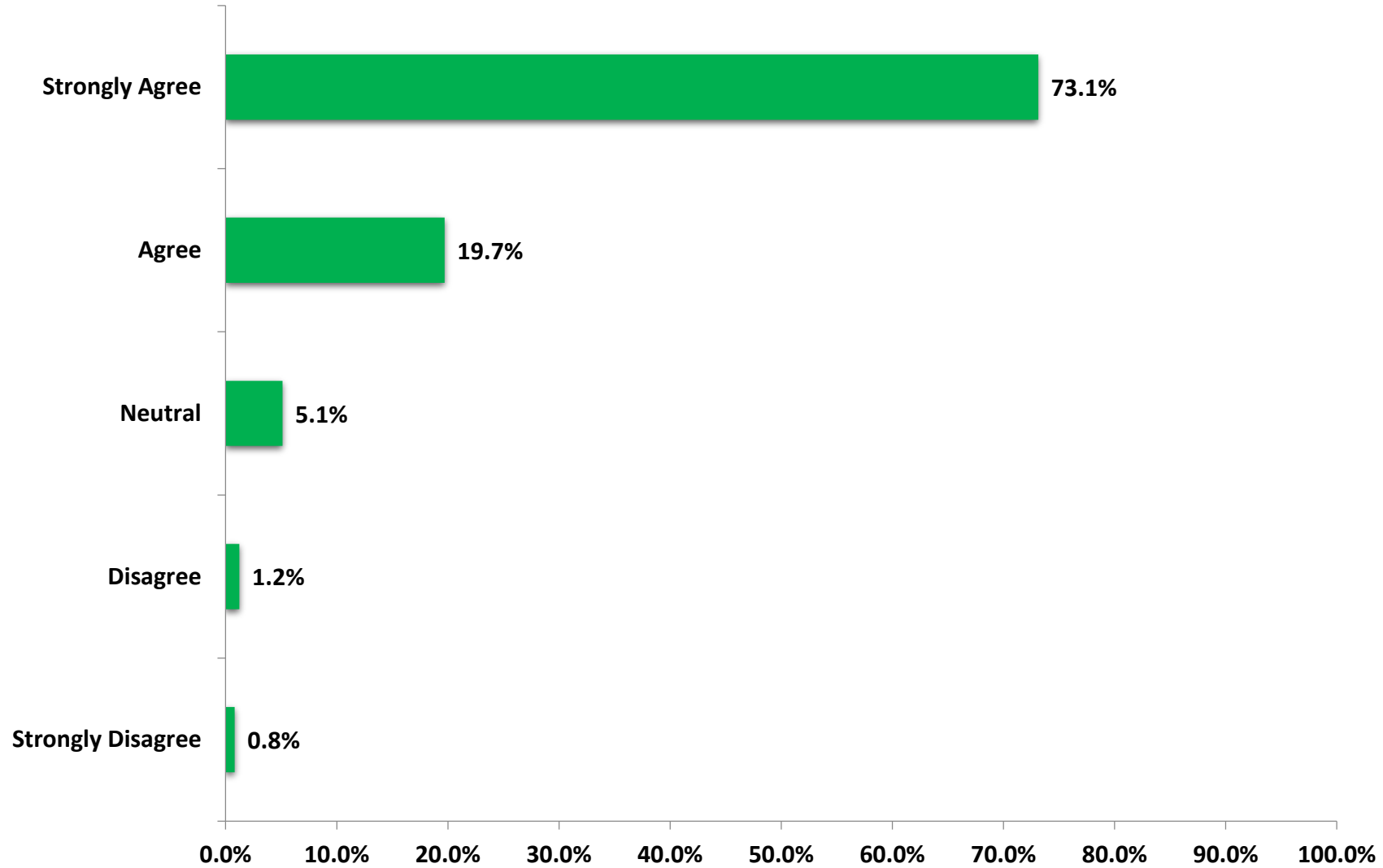
Receive Information by Social Media



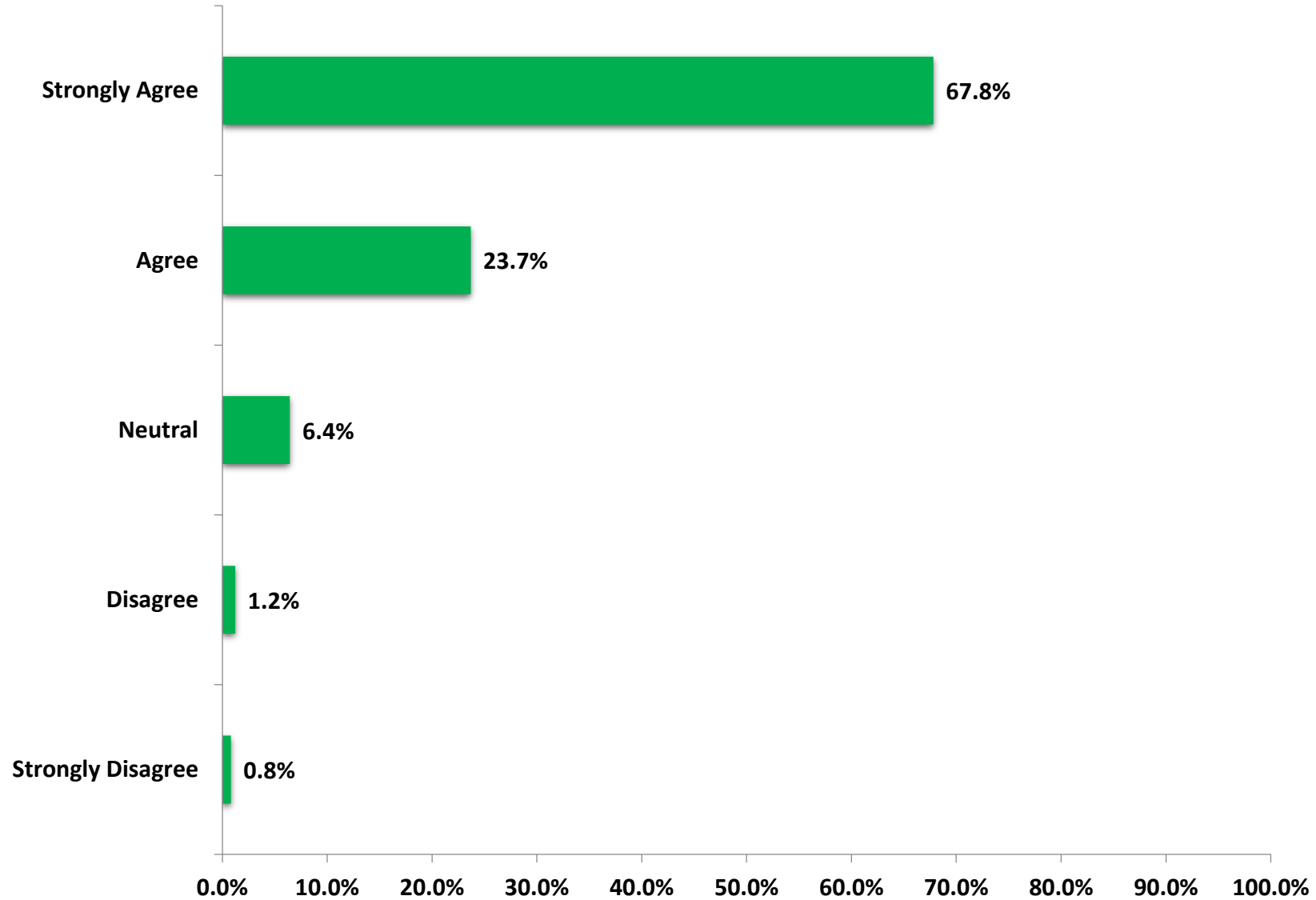
Receive Information by Telephone



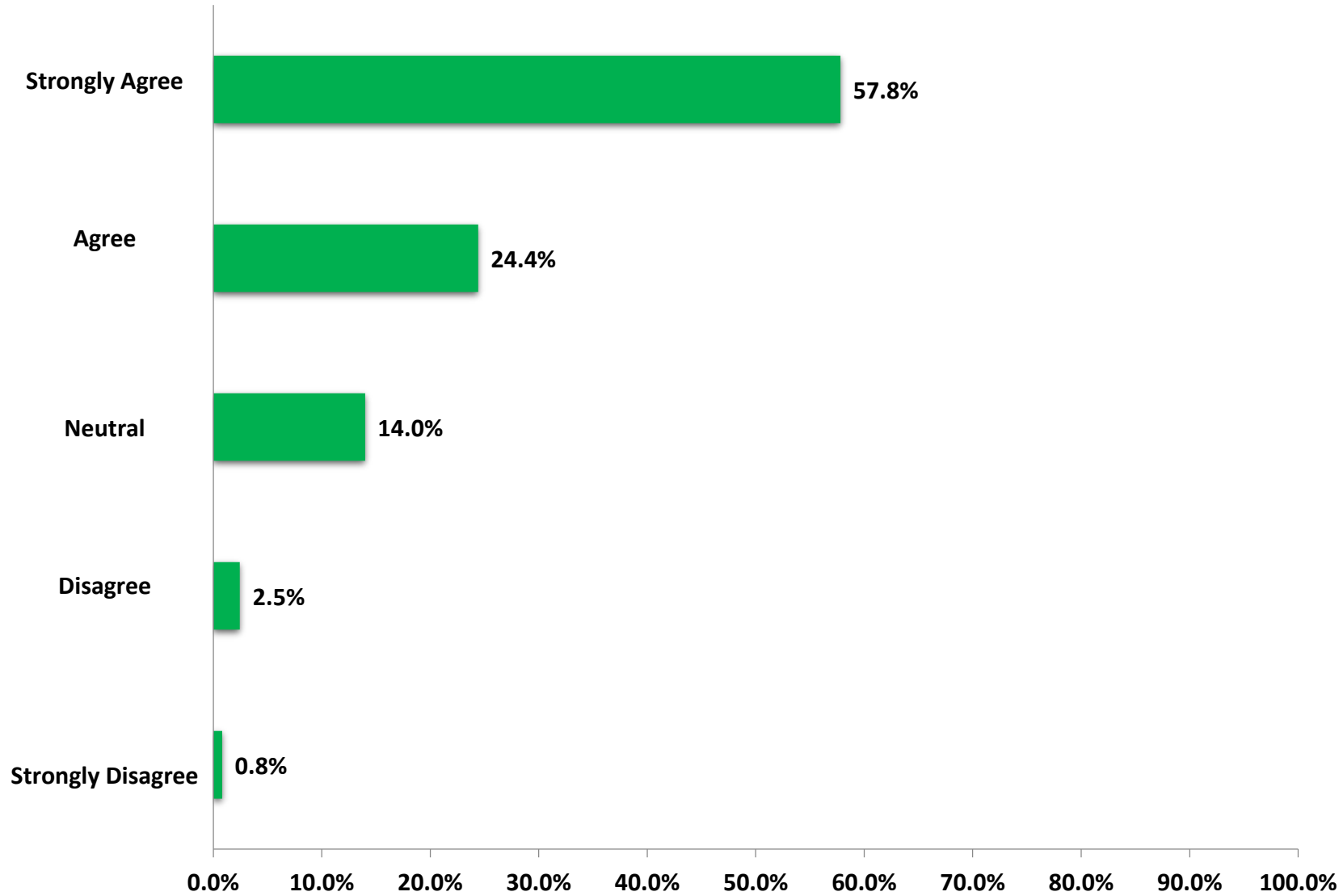
Provides Reliable Service



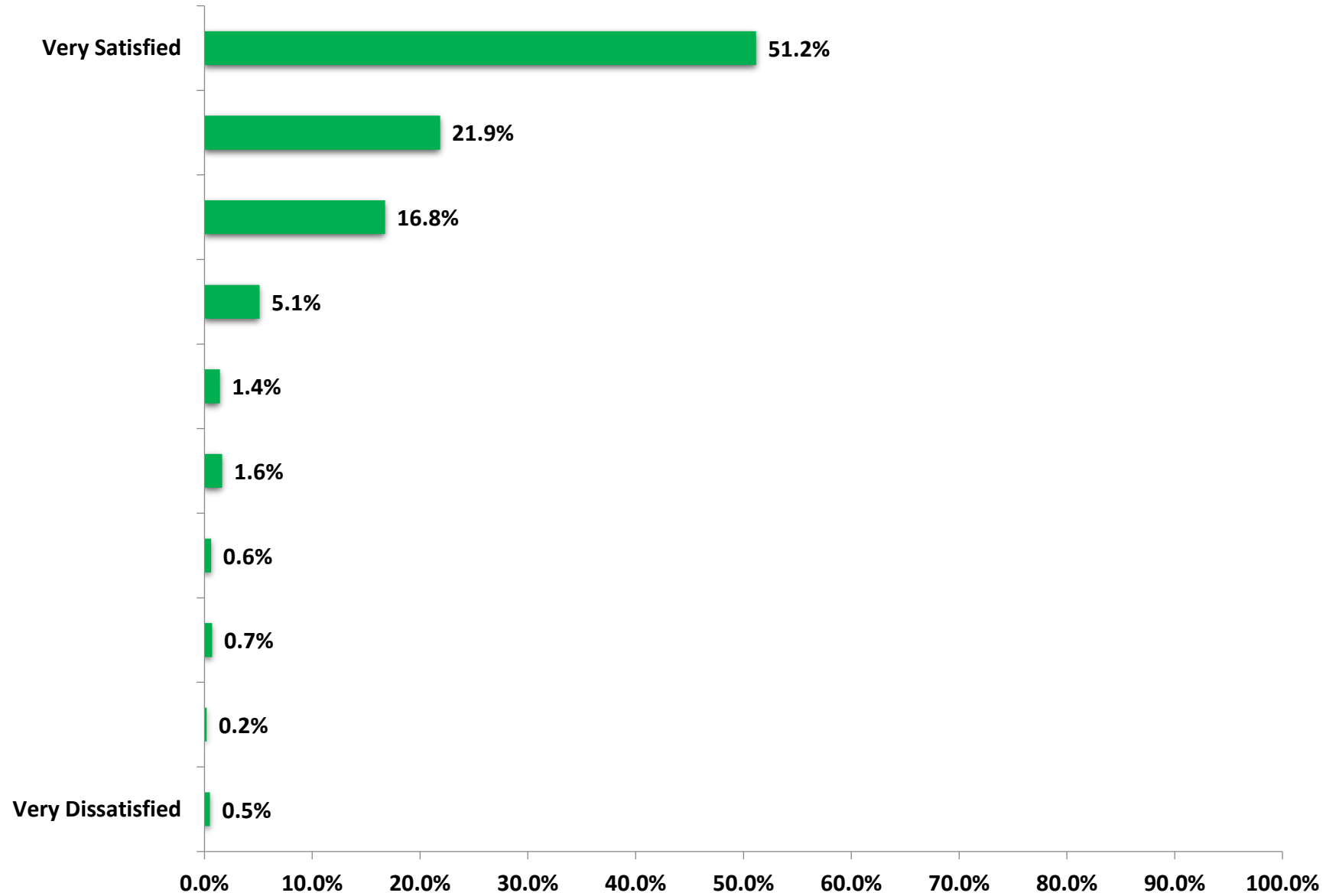
Responds Timely to Outages and Service Issues



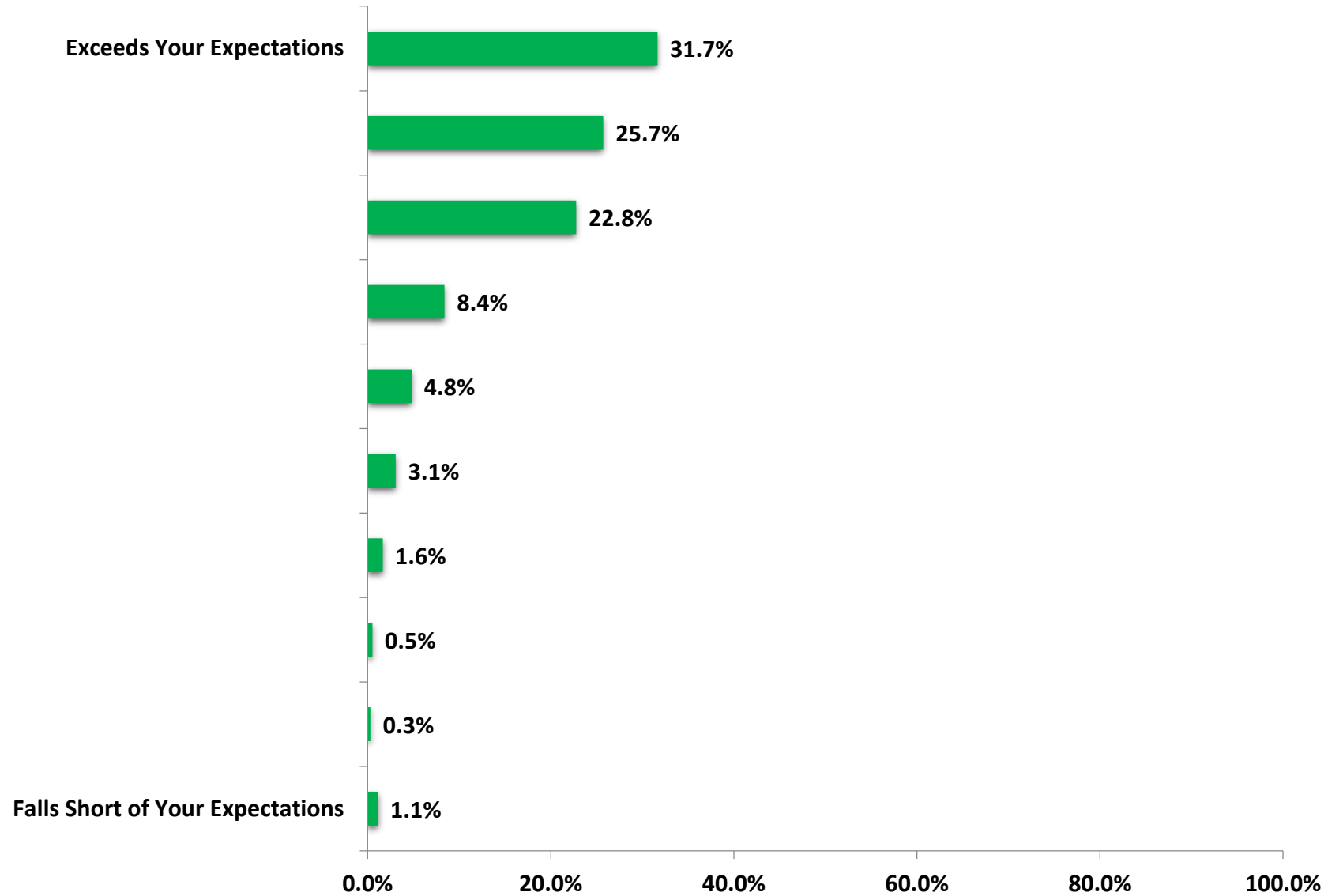
Maintains Right-of-Way



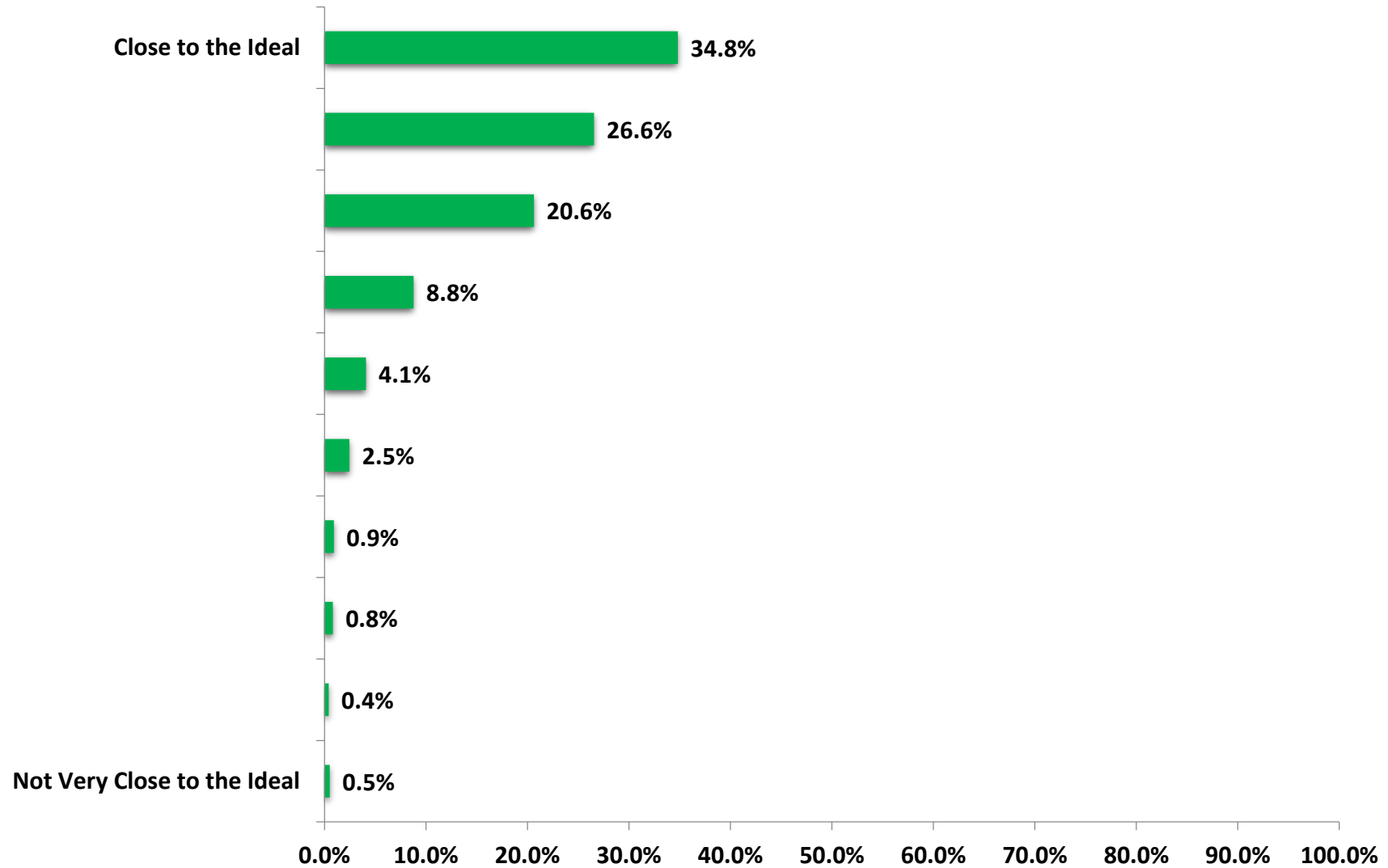
How Satisfied Are You With Shelby Energy Cooperative?



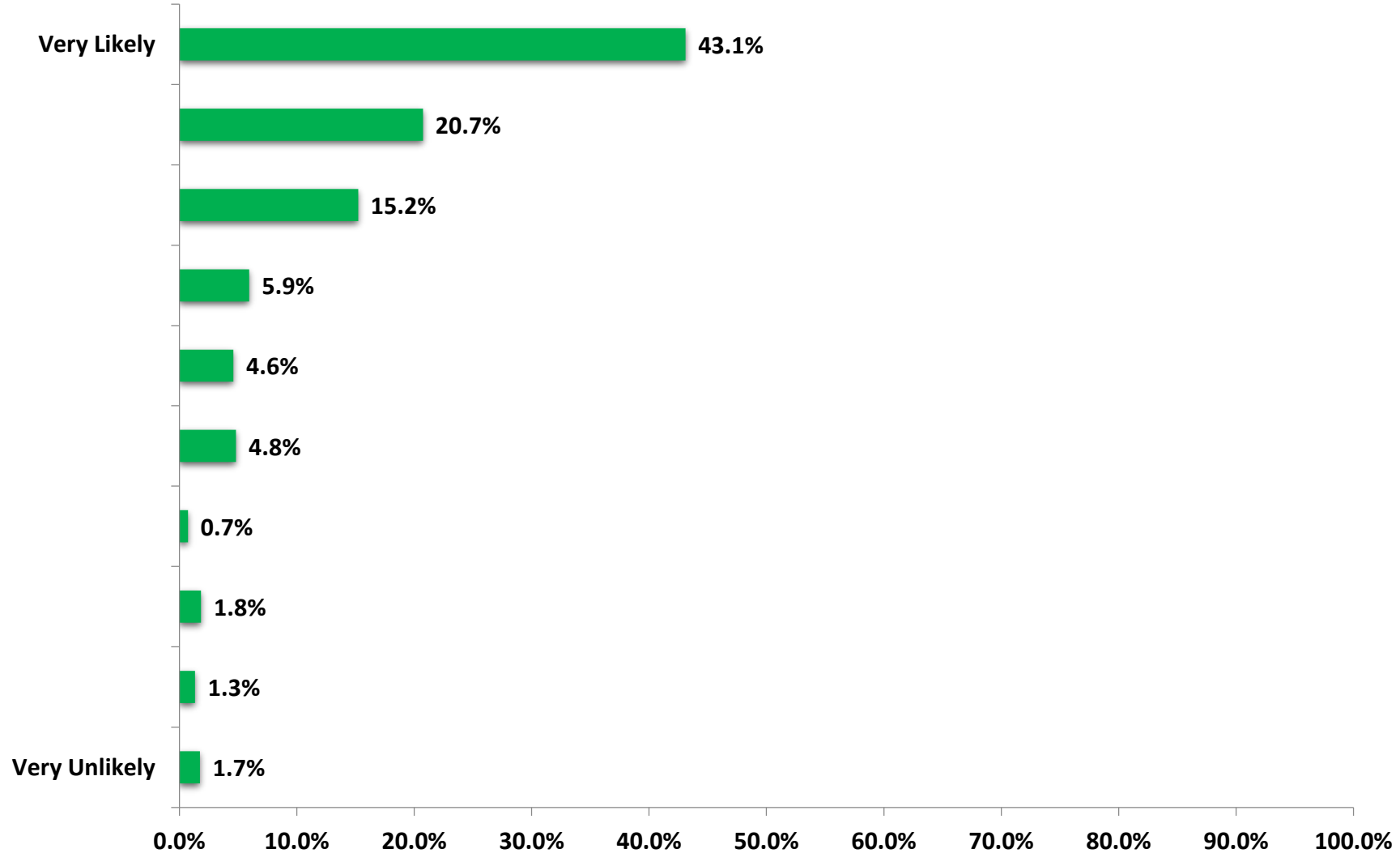
To What Extent Has Shelby Energy Fallen Short of Your Expectations or Exceeded Your Expectations?



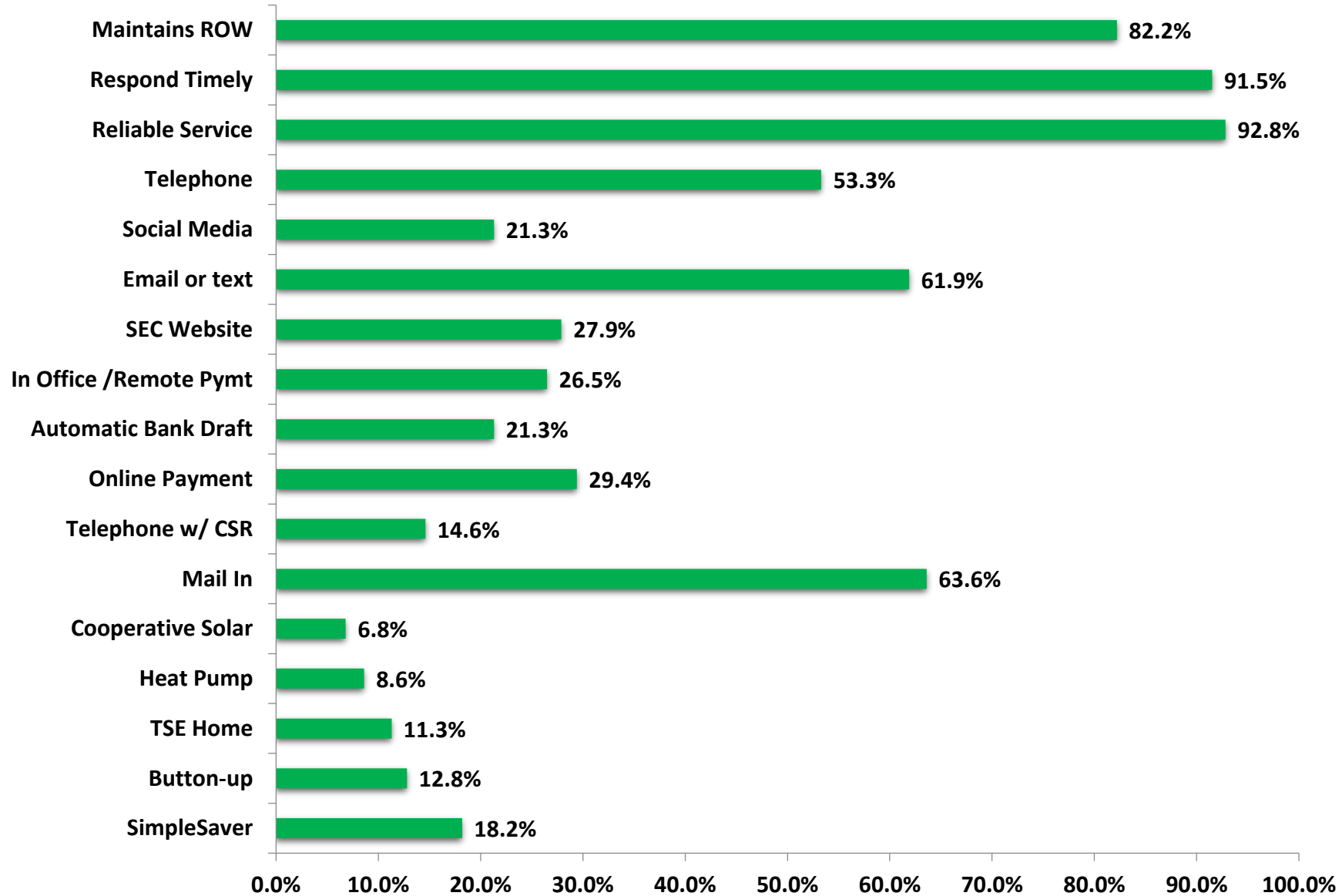
How Well Do You Think Shelby Energy Cooperative Compares With That Ideal Utility Company?



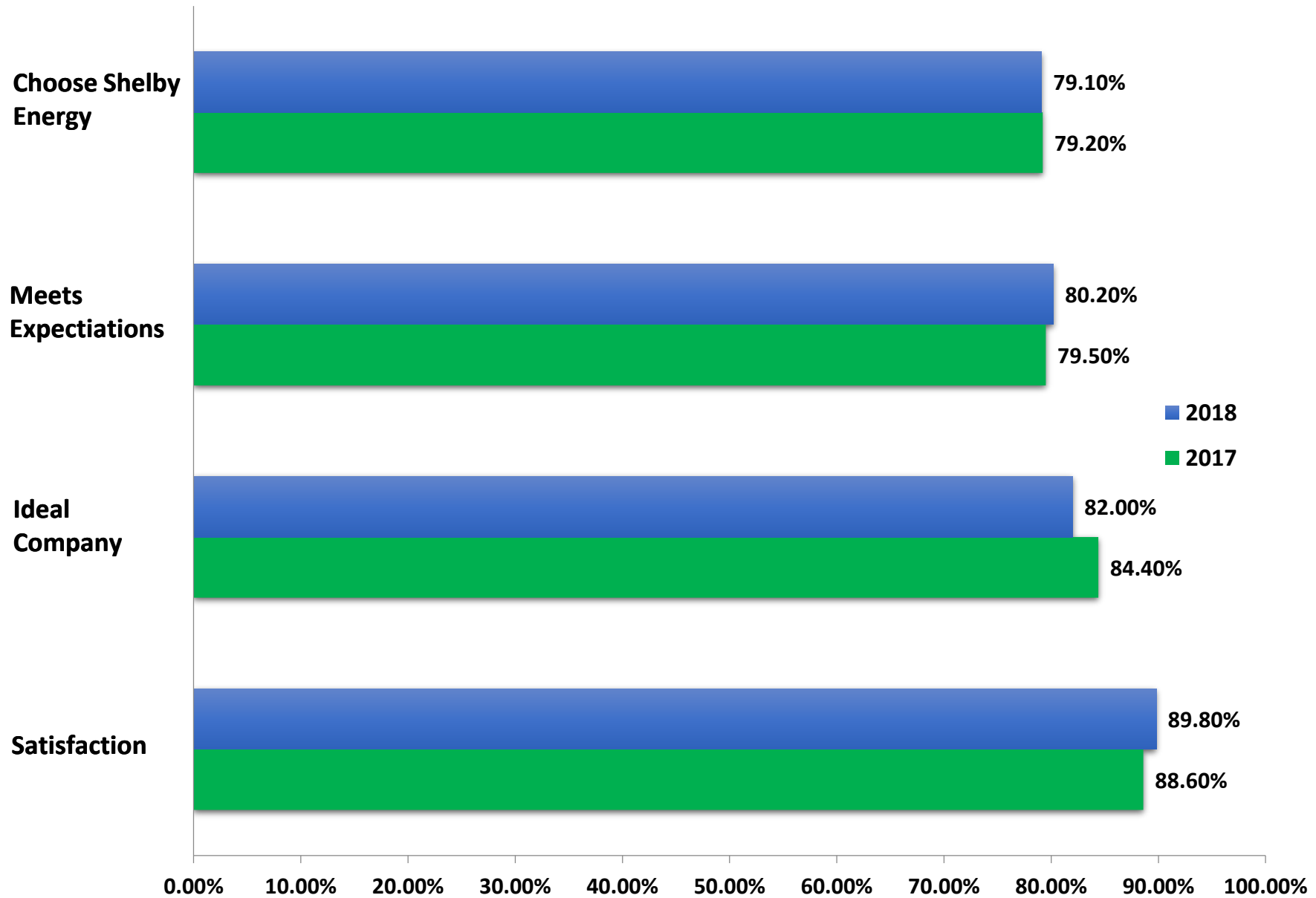
If given a choice of utility companies, how likely is it that you would choose Shelby Energy Cooperative again?



Combined percentage of scores 4 or 5 on 5 point scale



Combined percentage of scores 8 or higher on 10 point scale



Overview of Comments

- **34% of members who returned their survey provided additional comments. (374 surveys)**
- **In general, there were positive comments concerning member satisfaction with reliability and customer service.**
- **Most of the negative comments were concerning 3rd party fee for online or phone payments, and high bill complaints.**
- **The comments reveal that a growing number of members have knowledge of the programs that Shelby Energy offers including the new Cooperative Solar program.**

Annual Survey Return Rate History

- **2018 Annual Survey:**

12,838 surveys were sent out and 1,375 were returned or a 10.7% return rate.

- **2017 Annual Survey:**

12,695 surveys were sent out and 1,212 were returned or a 9.55% return rate.

- **2016 Annual Survey:**

12,533 surveys were sent out and 1,326 were returned or a 10.58% return rate.

American Customer Satisfaction Index (ACSI)

- 250 randomly selected surveys were submitted to ACSI for scoring on September 20, 2018.
- The 2018 second 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 77.
- The response rate provided enough data to establish a satisfaction rating of 86% for 2018.
- Shelby Energy’s ACSI score history is as follows:
2014 - 82% 2015 - 86% 2016 - 86% 2017 – 85% 2018 -86%