


# Member Survey 2015



Shelby Energy Cooperative

A Touchstone Energy Cooperative 

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".)

- a. SimpleSaver Program
- b. Button-Up Weatherization Program
- c. Touchstone Energy Home Program
- d. Heat Pump Retrofit Program

- a. [Details](#)
- b. [Details](#)
- c. [Details](#)
- d. [Details](#)

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 with a customer service representative
- c. Online payment
- d. Automatic bank draft payment
- e. In office or remote payment center

- a. [Details](#)
- b. [Details](#)
- c. [Details](#)
- d. [Details](#)
- e. [Details](#)

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. Email or text
- c. Social media such as Facebook and Twitter
- d. Telephone

- a. [Details](#)
- b. [Details](#)
- c. [Details](#)
- d. [Details](#)

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:

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

- a. [Details](#)
- b. [Details](#)
- c. [Details](#)
- d. [Details](#)

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?

[Details](#)

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”.

[Details](#)

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.

[Details](#)

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?

[Details](#)

*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

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#### 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.



# **Shelby Energy Survey Results**

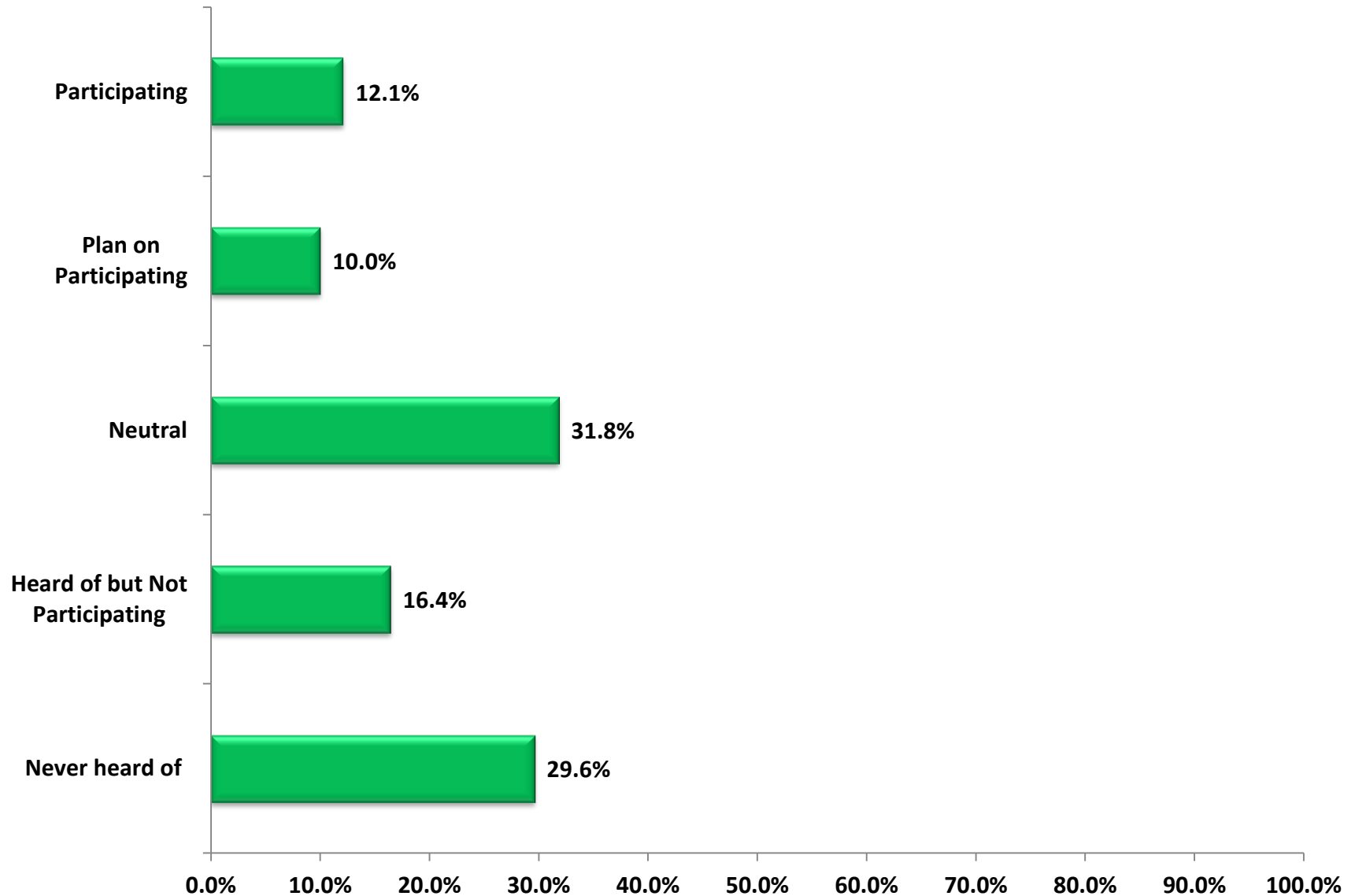
**January 2016**

# 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).

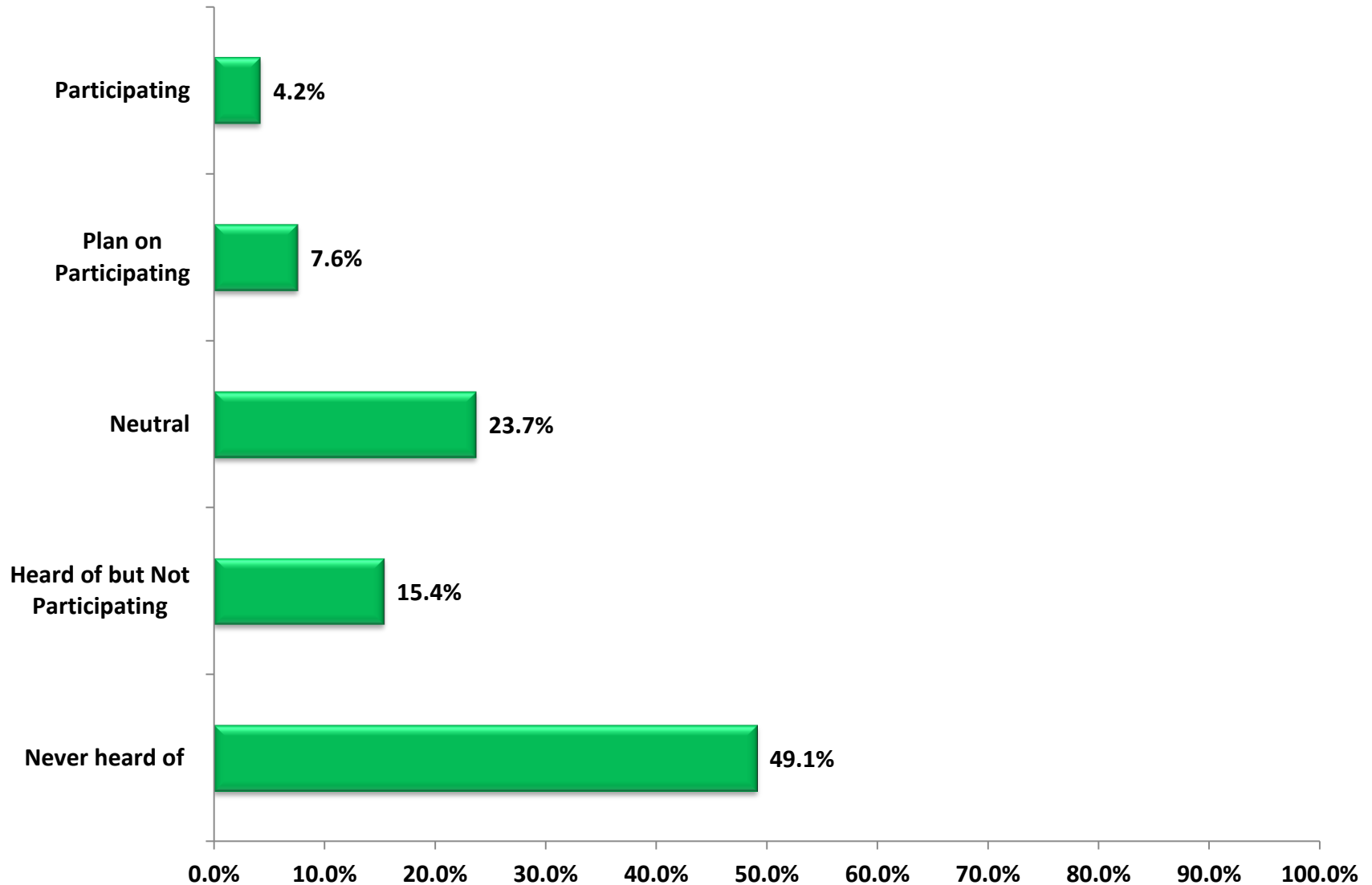
## Member SimpleSaver Program Knowledge

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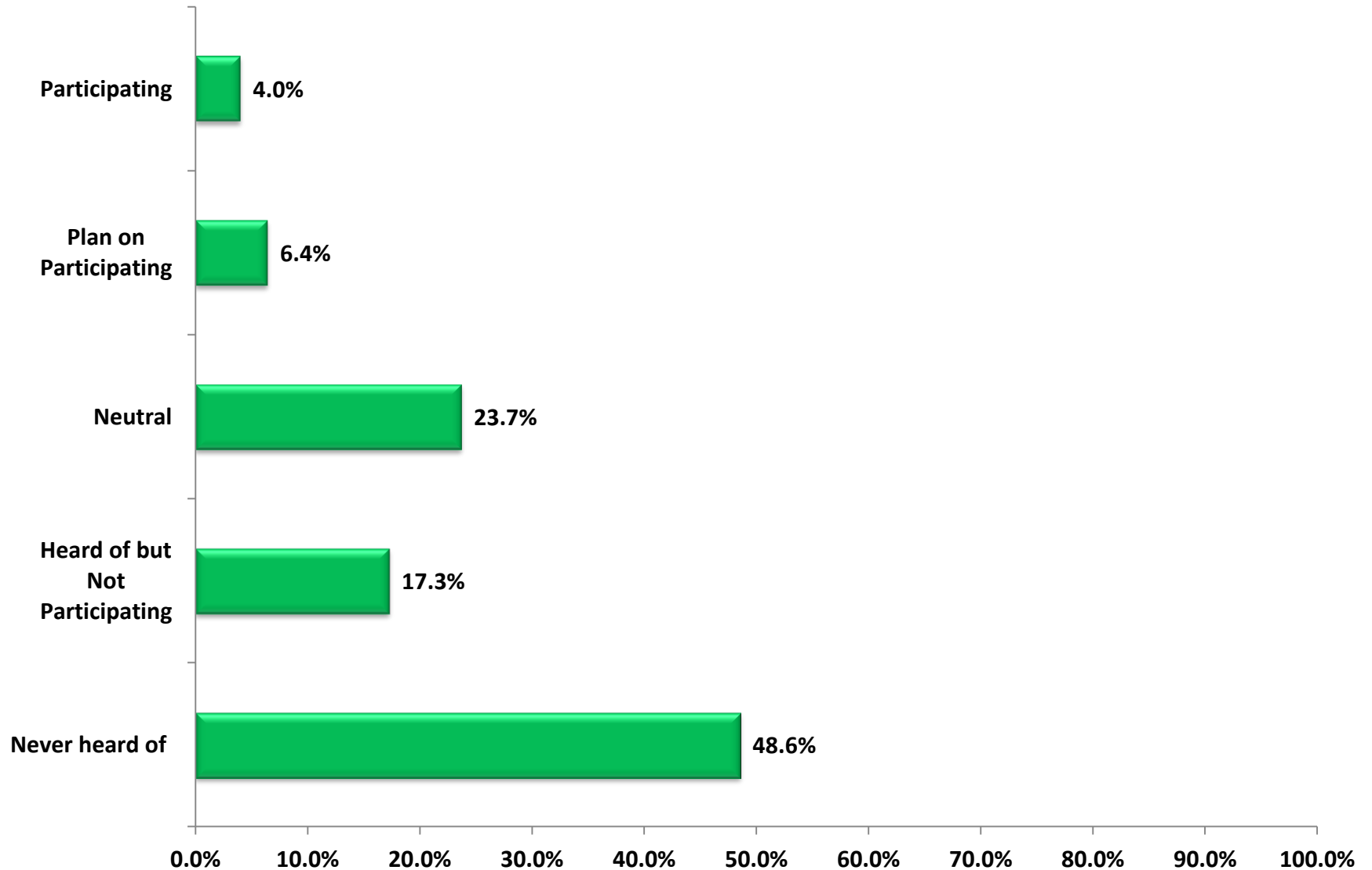
# Member Button-Up Program Knowledge

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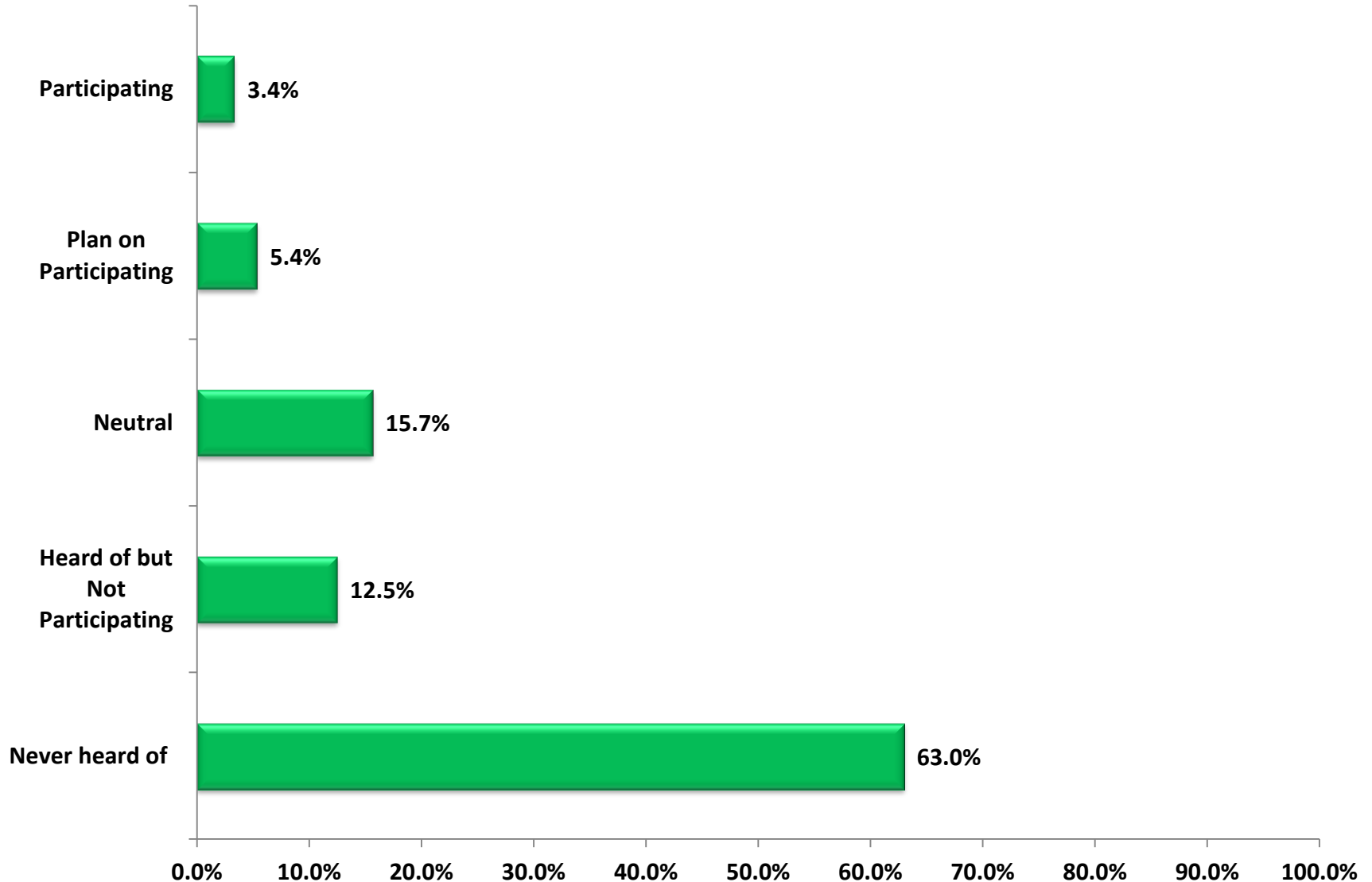
## Member TSE Home Program Knowledge

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## Member HeatPump Retrofit Program Knowledge

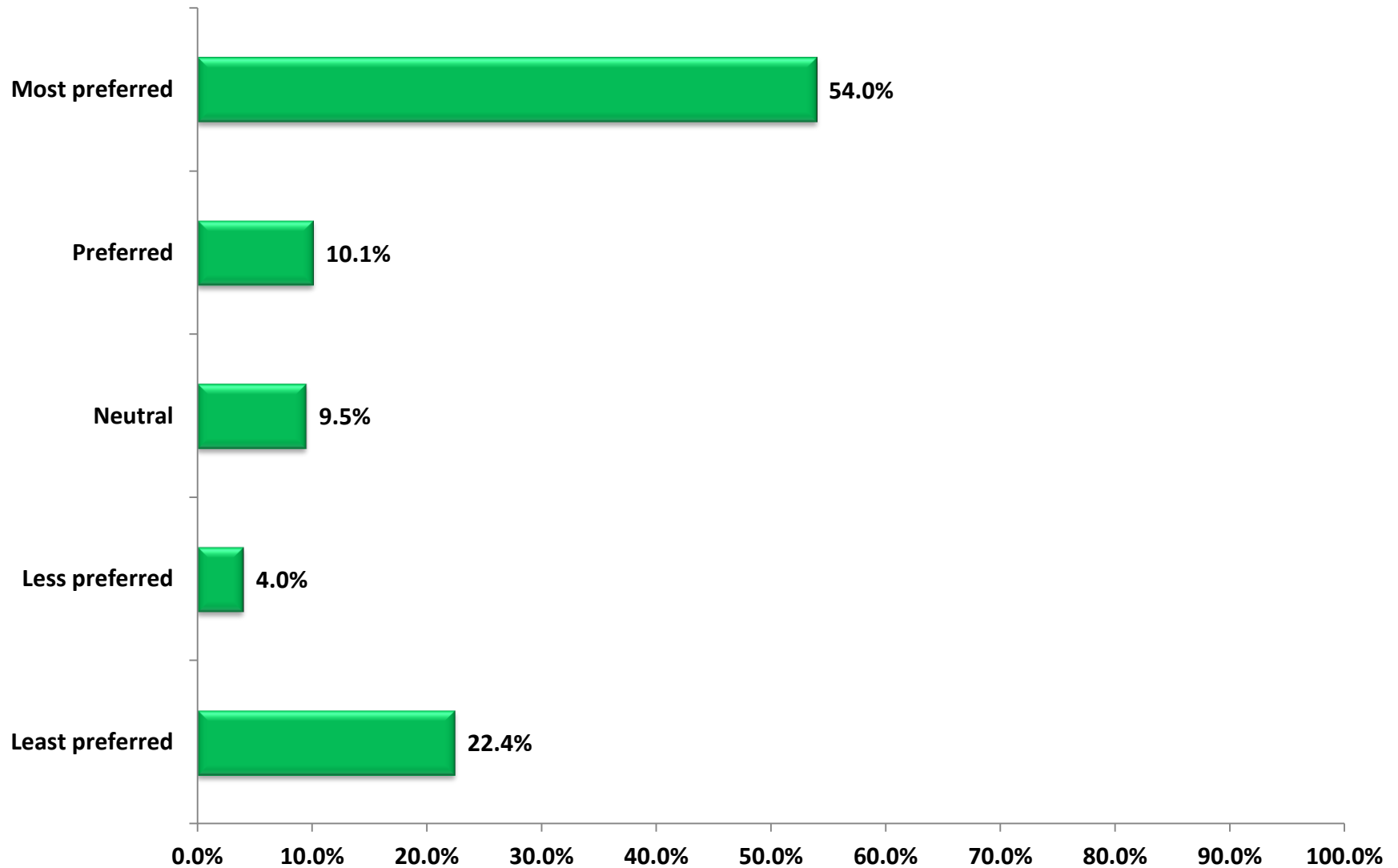
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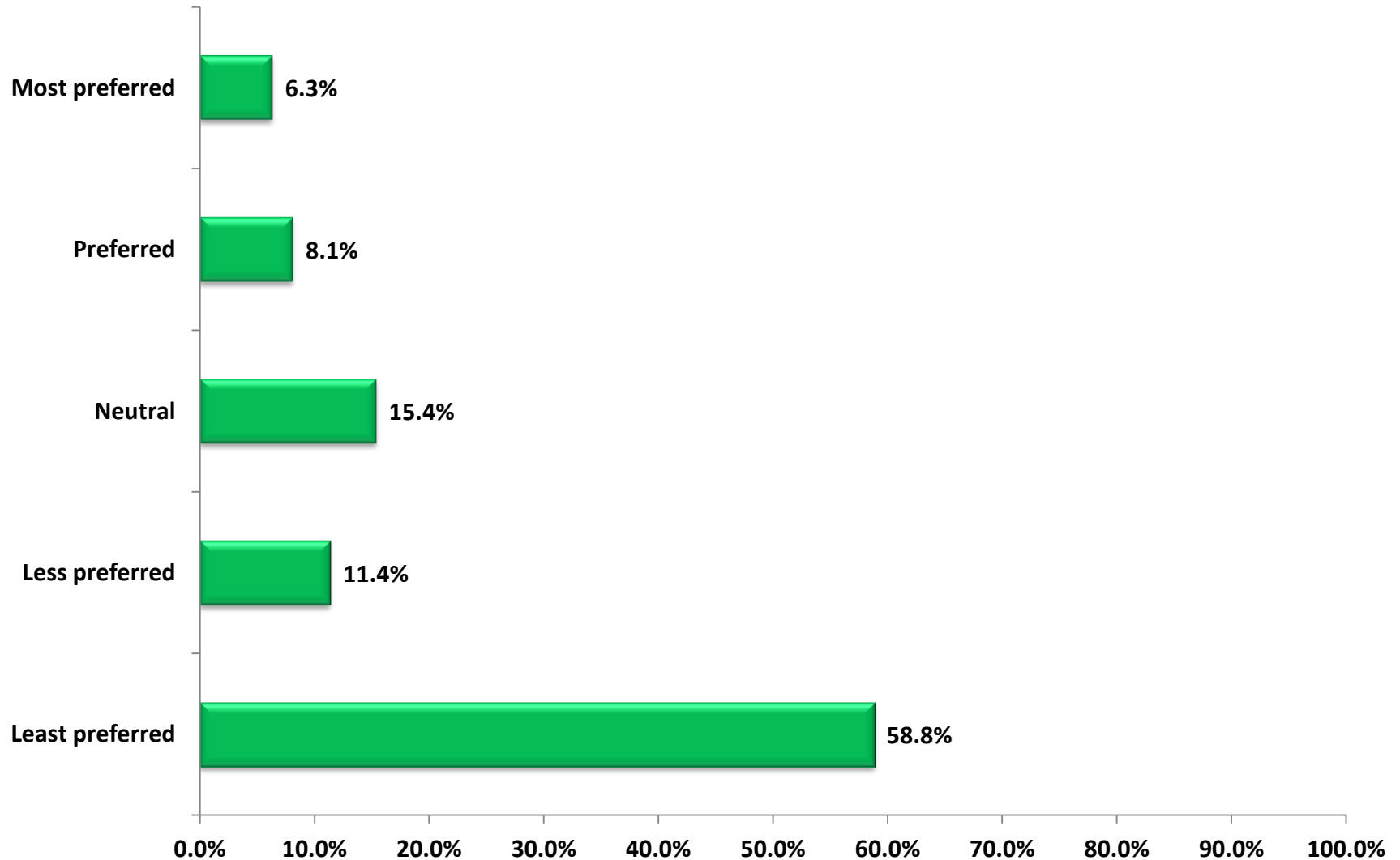
# Mail In Payment

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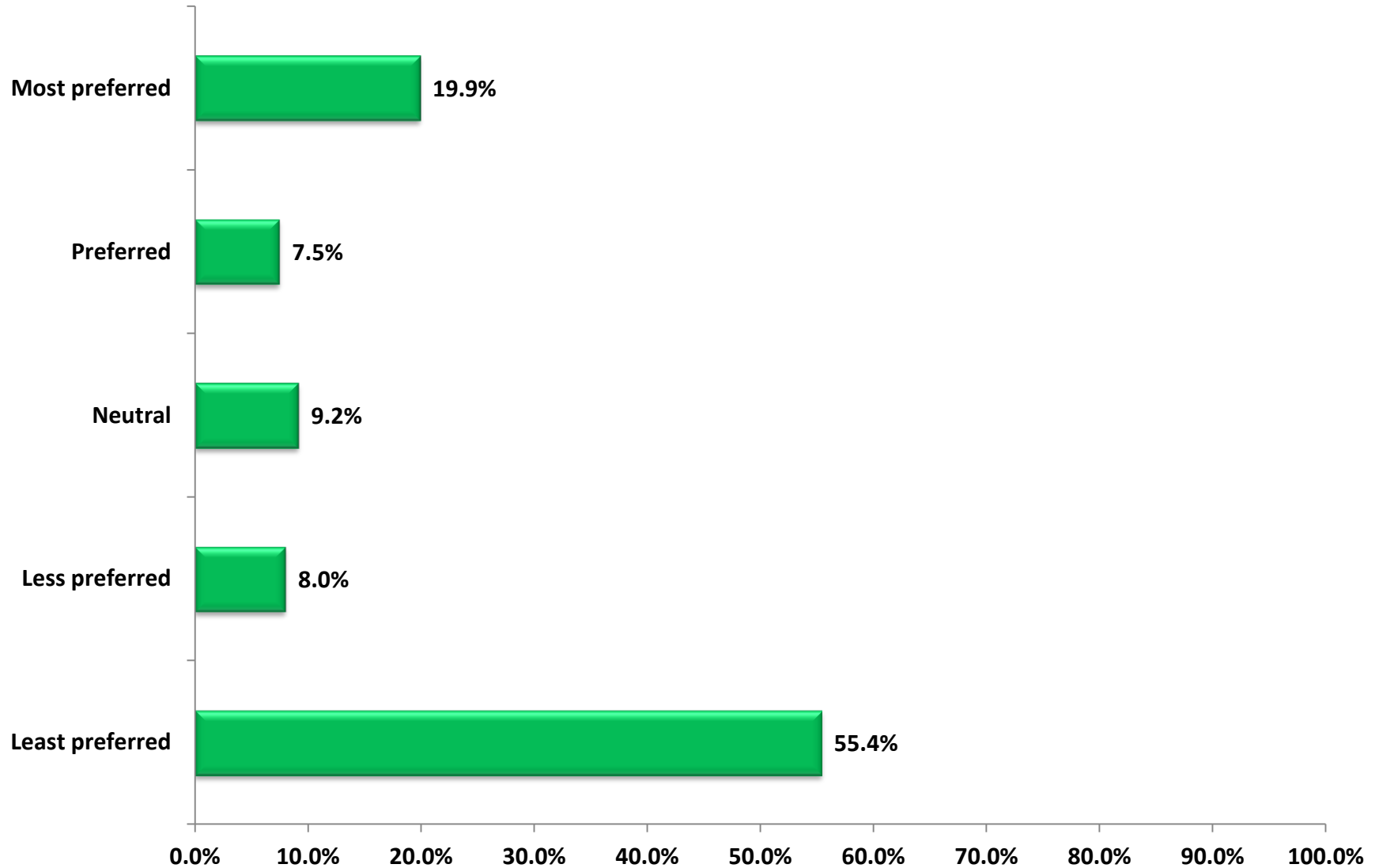
## Payment Made Over Telephone with CSR

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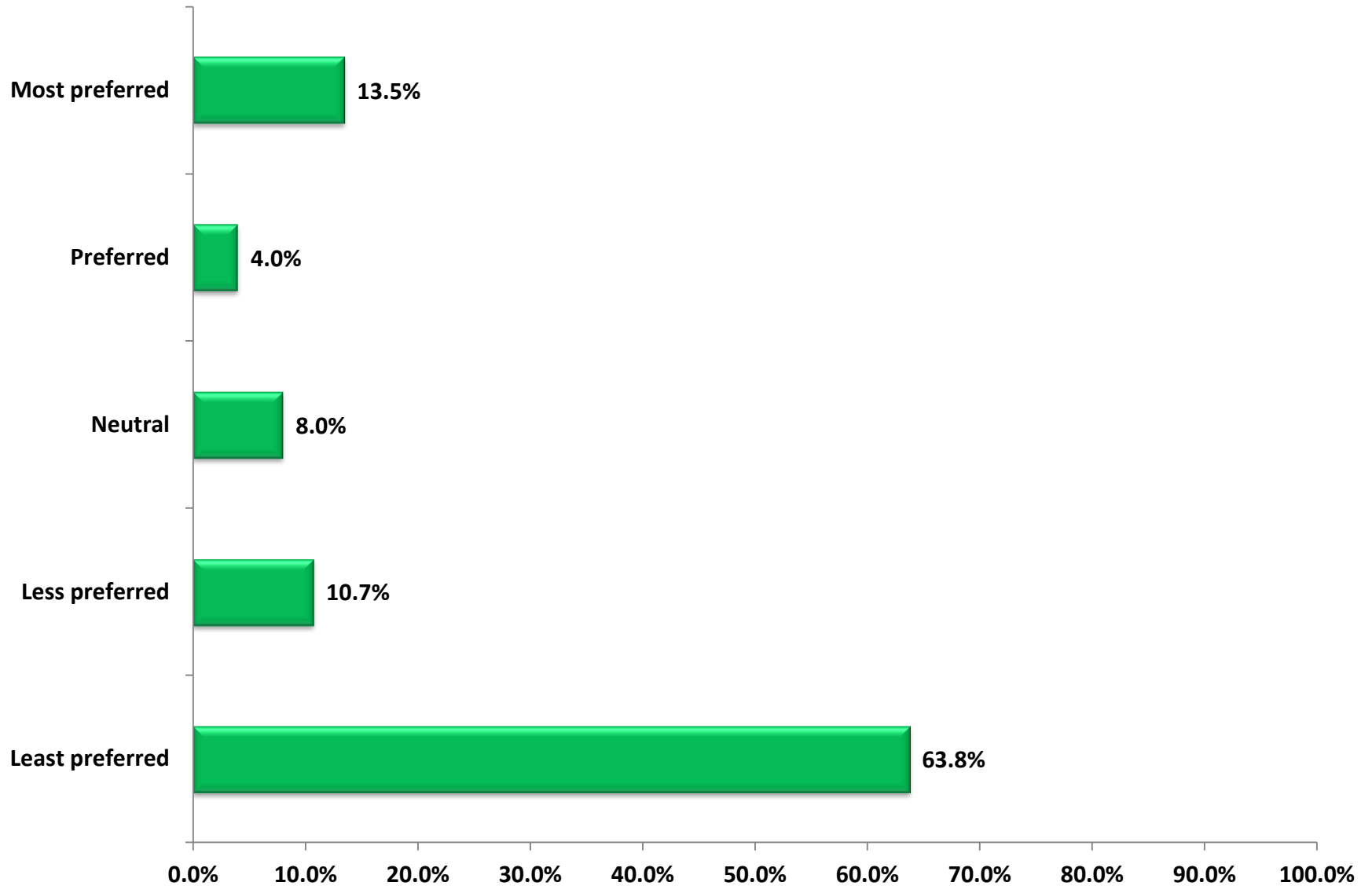
## Payment Made on Shelby Energy Website

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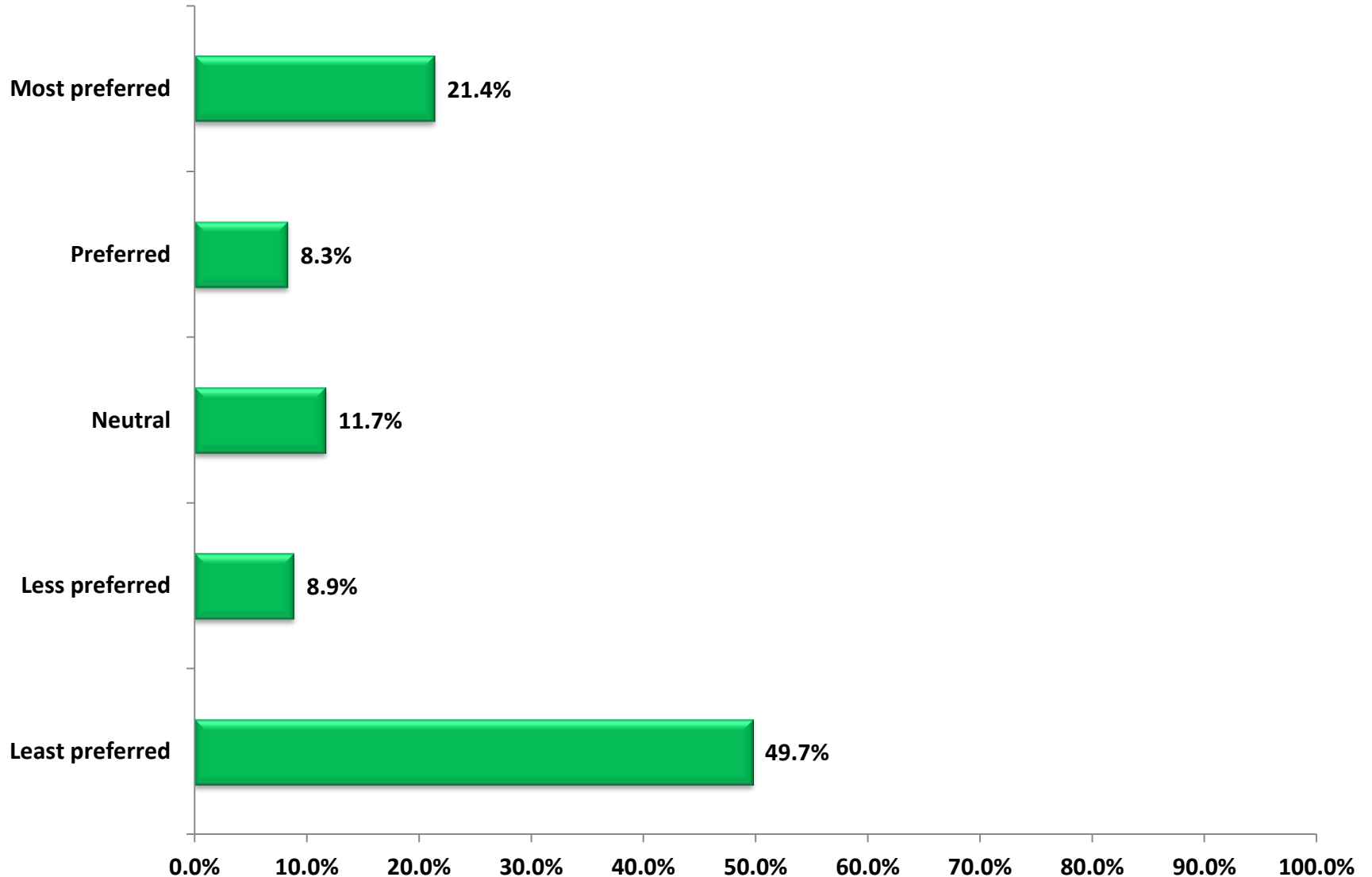
# Bank Draft Payment

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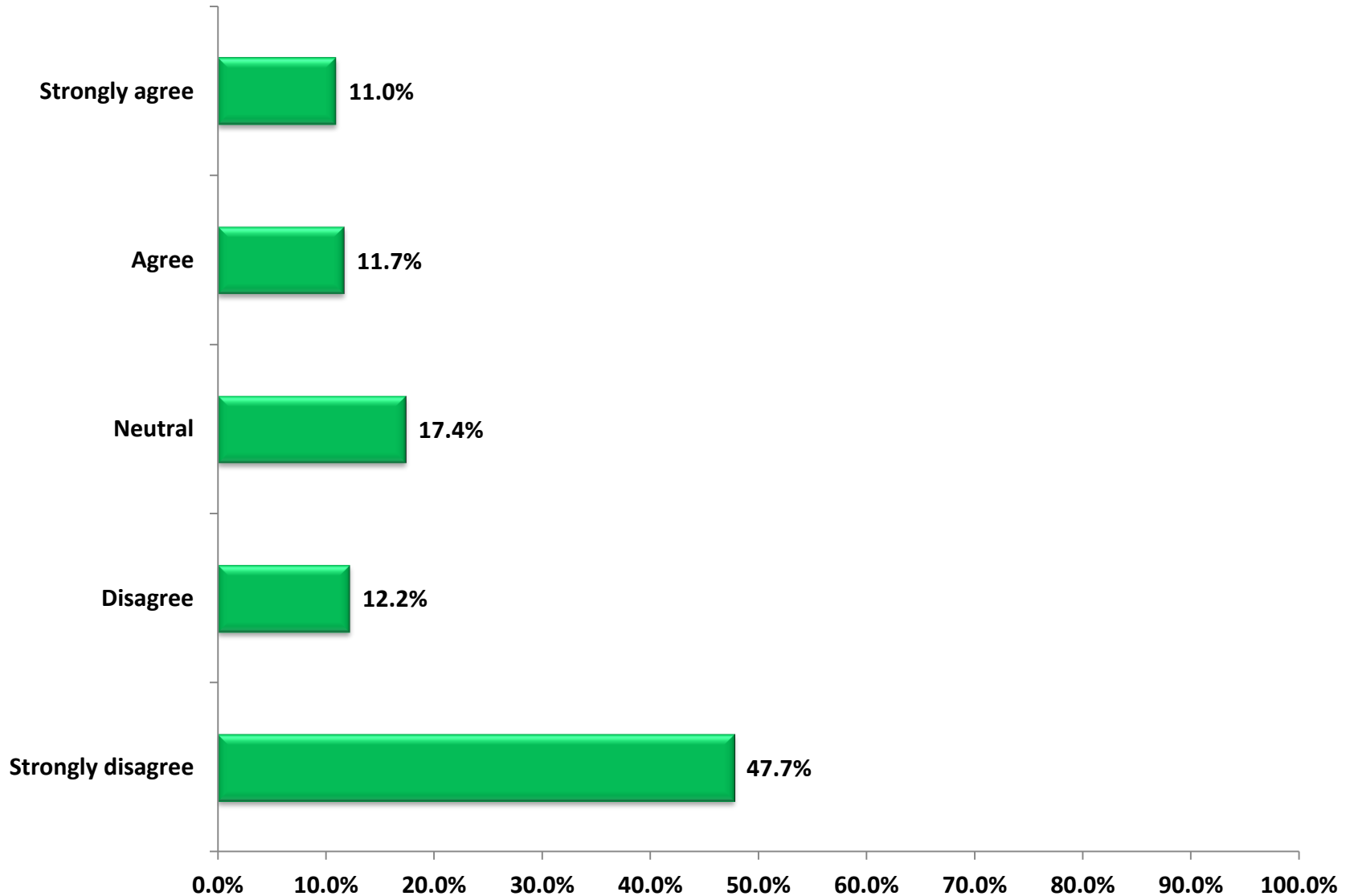
## Payment in Office or Remote Payment Center

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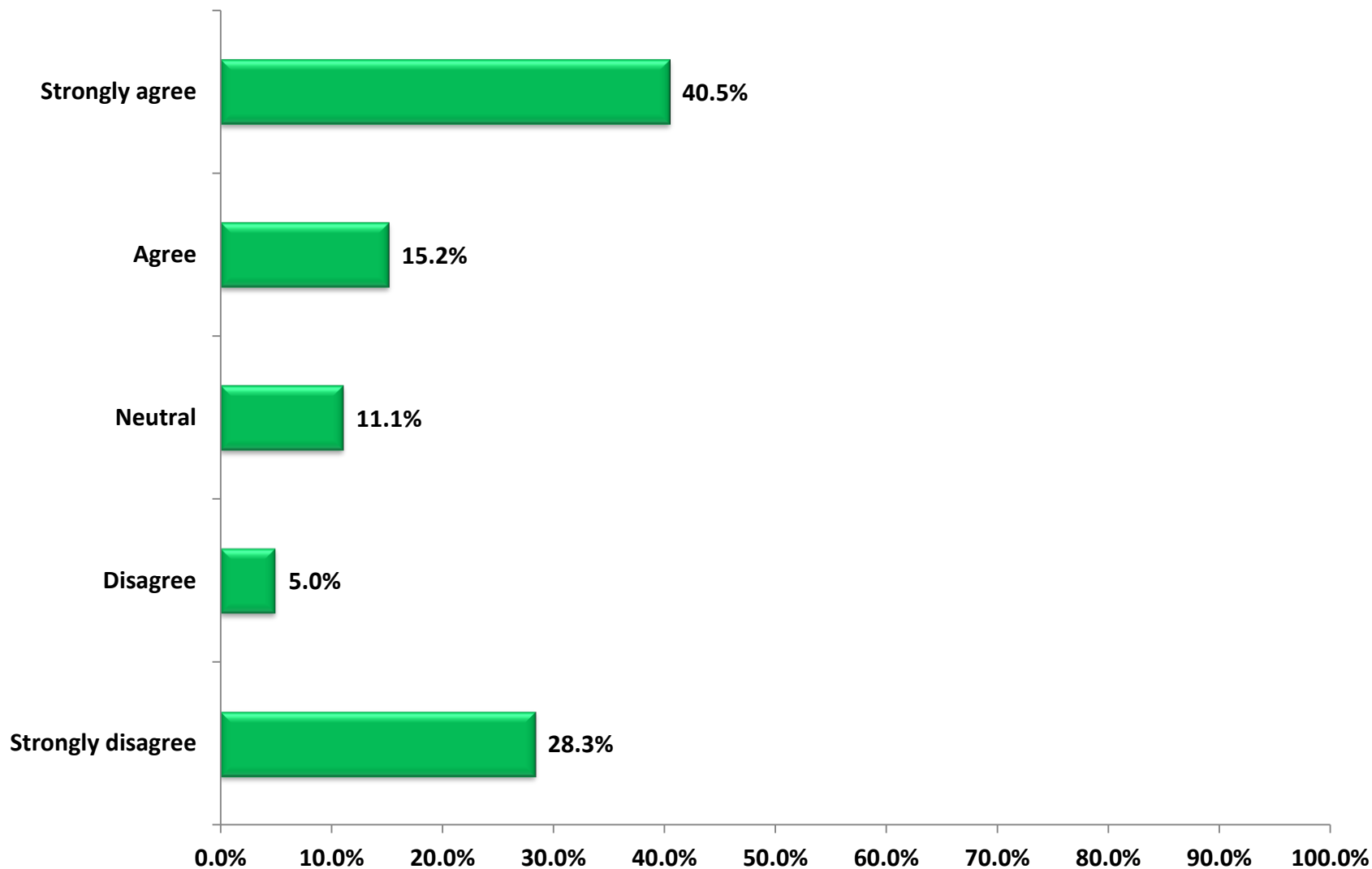
## Receive Information by Shelby Energy Website

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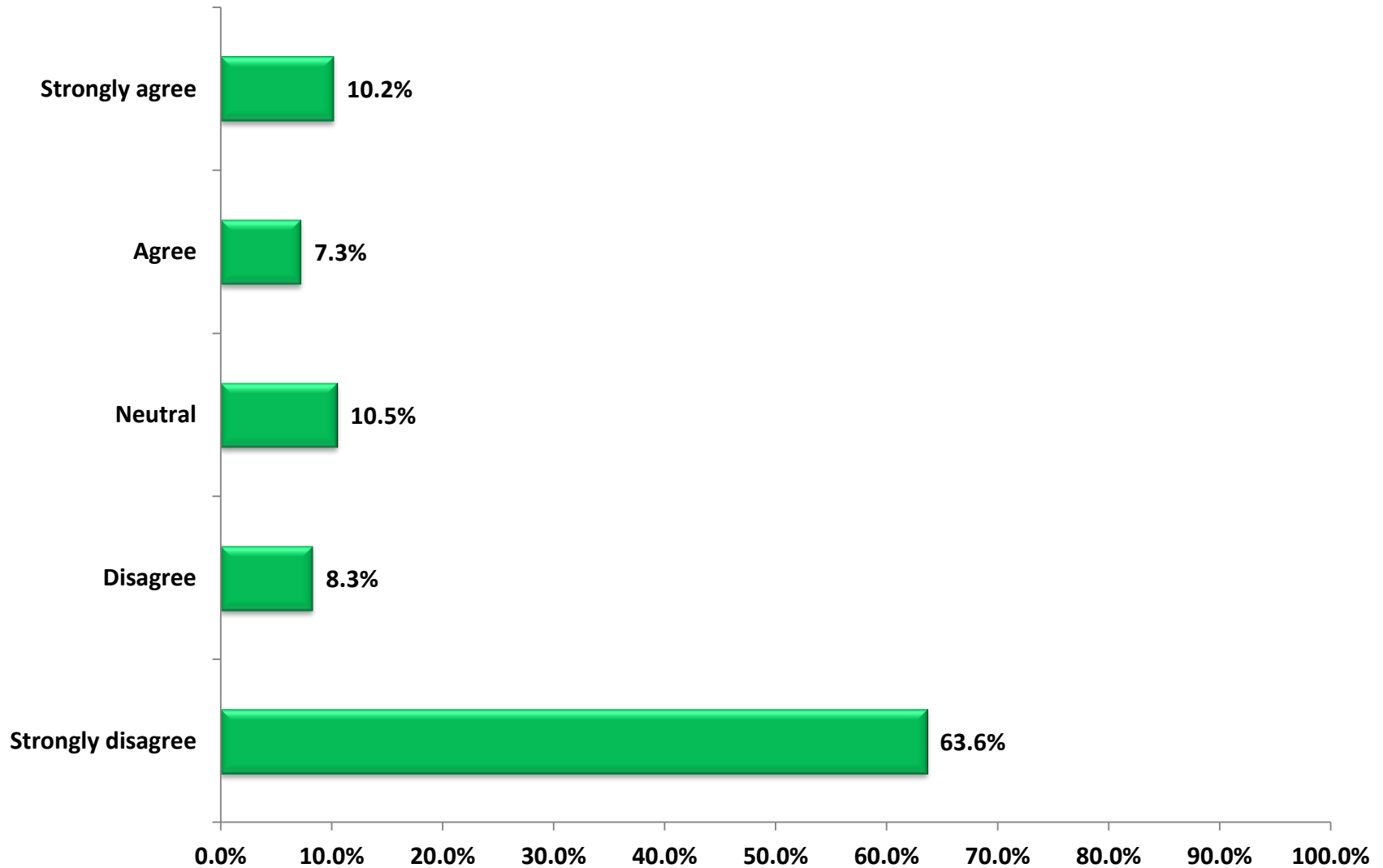
## Receive Information by Email or Text Message

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## Receive Information by Social Media

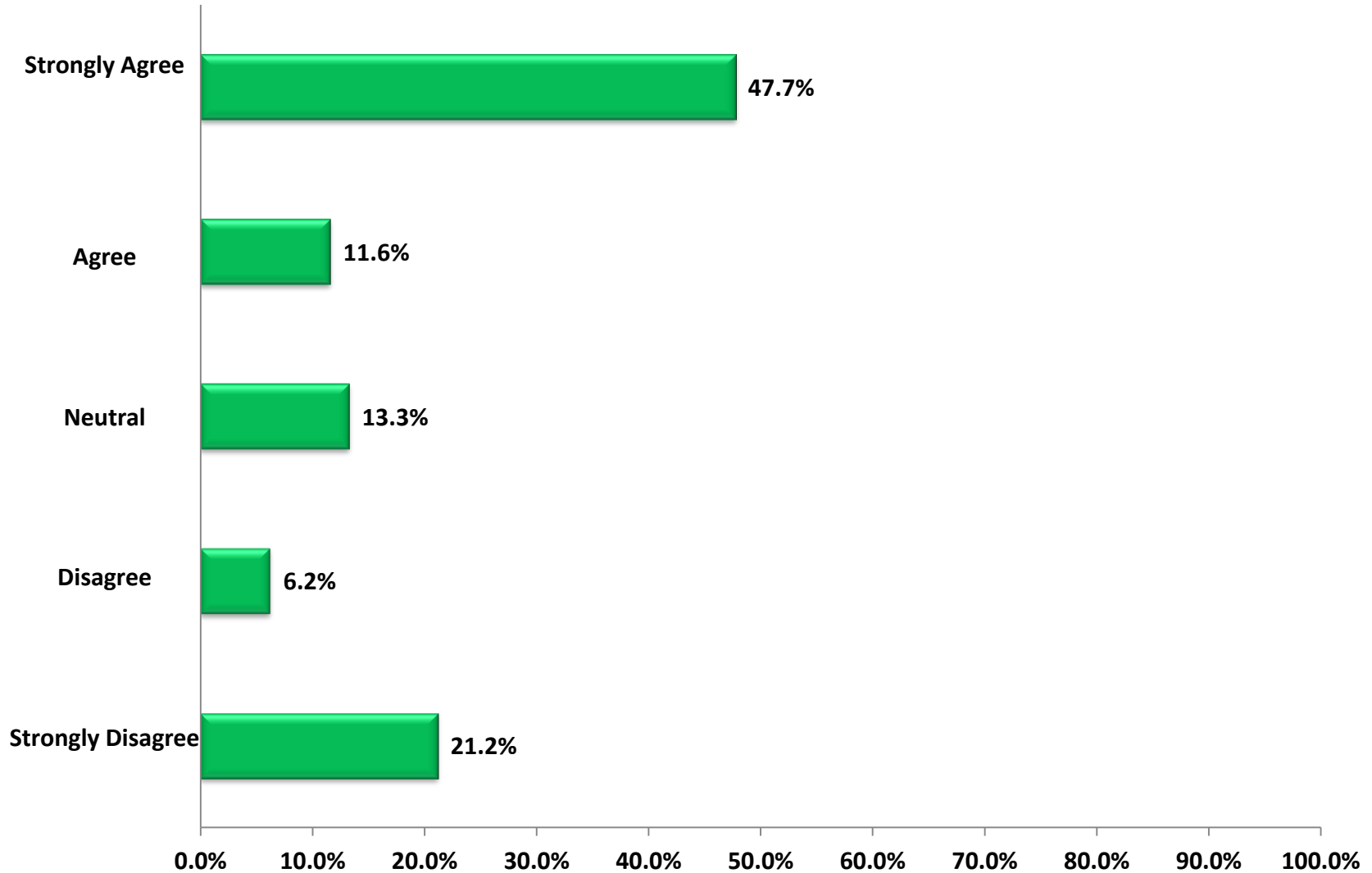
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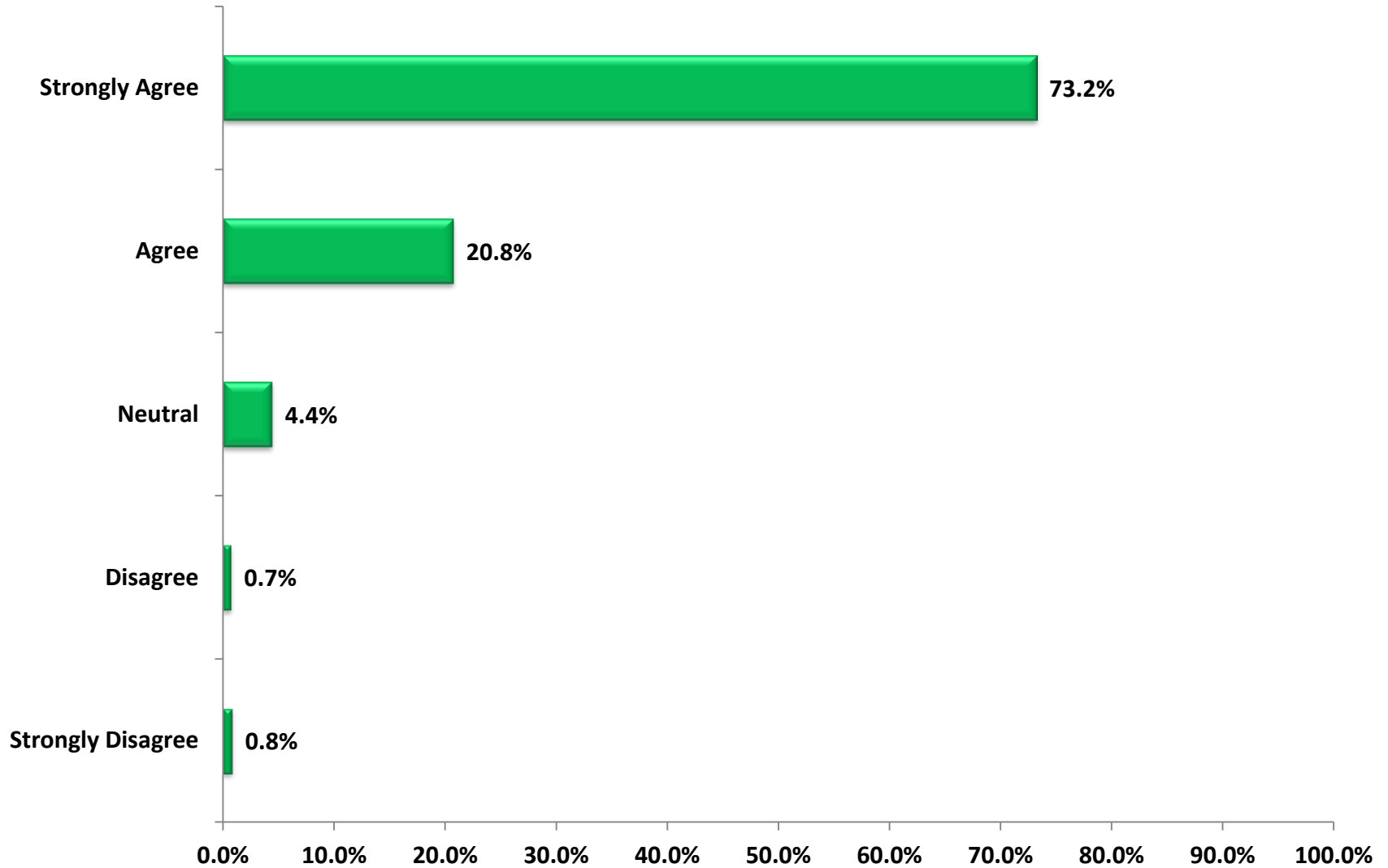
## Receive Information by Telephone

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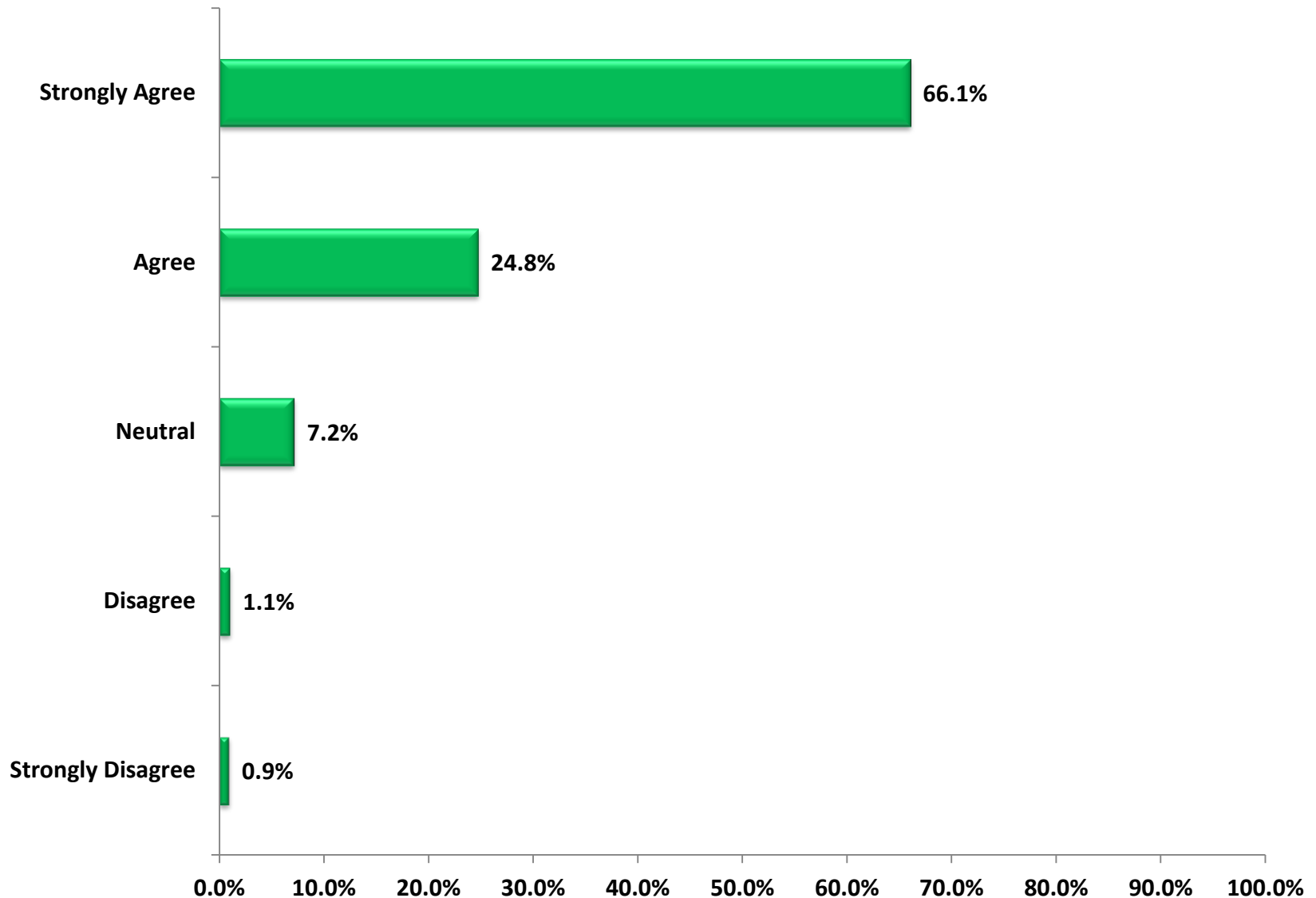
## Provides Reliable Service

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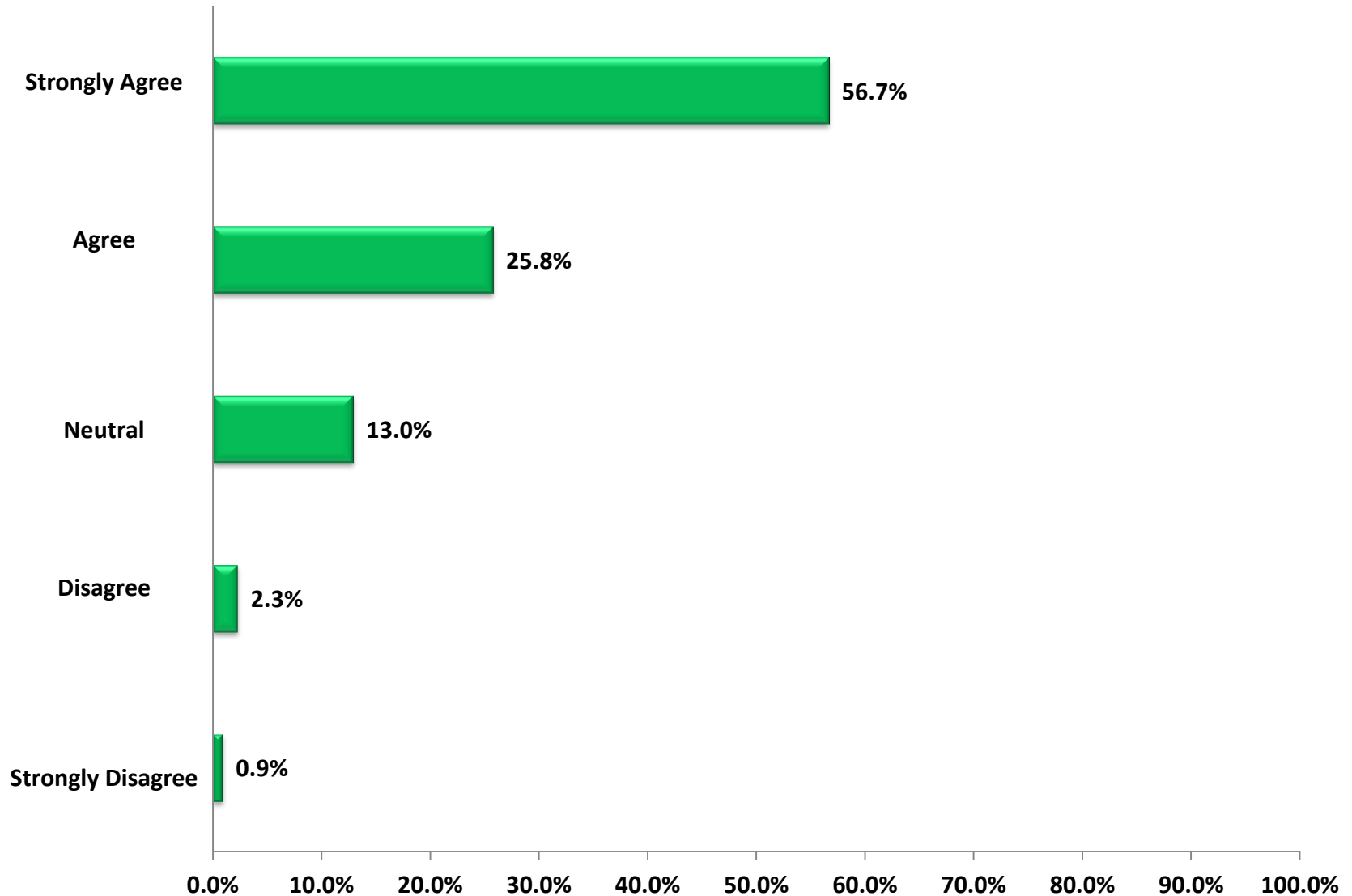
## Responds Timely to Outages and Service Issues

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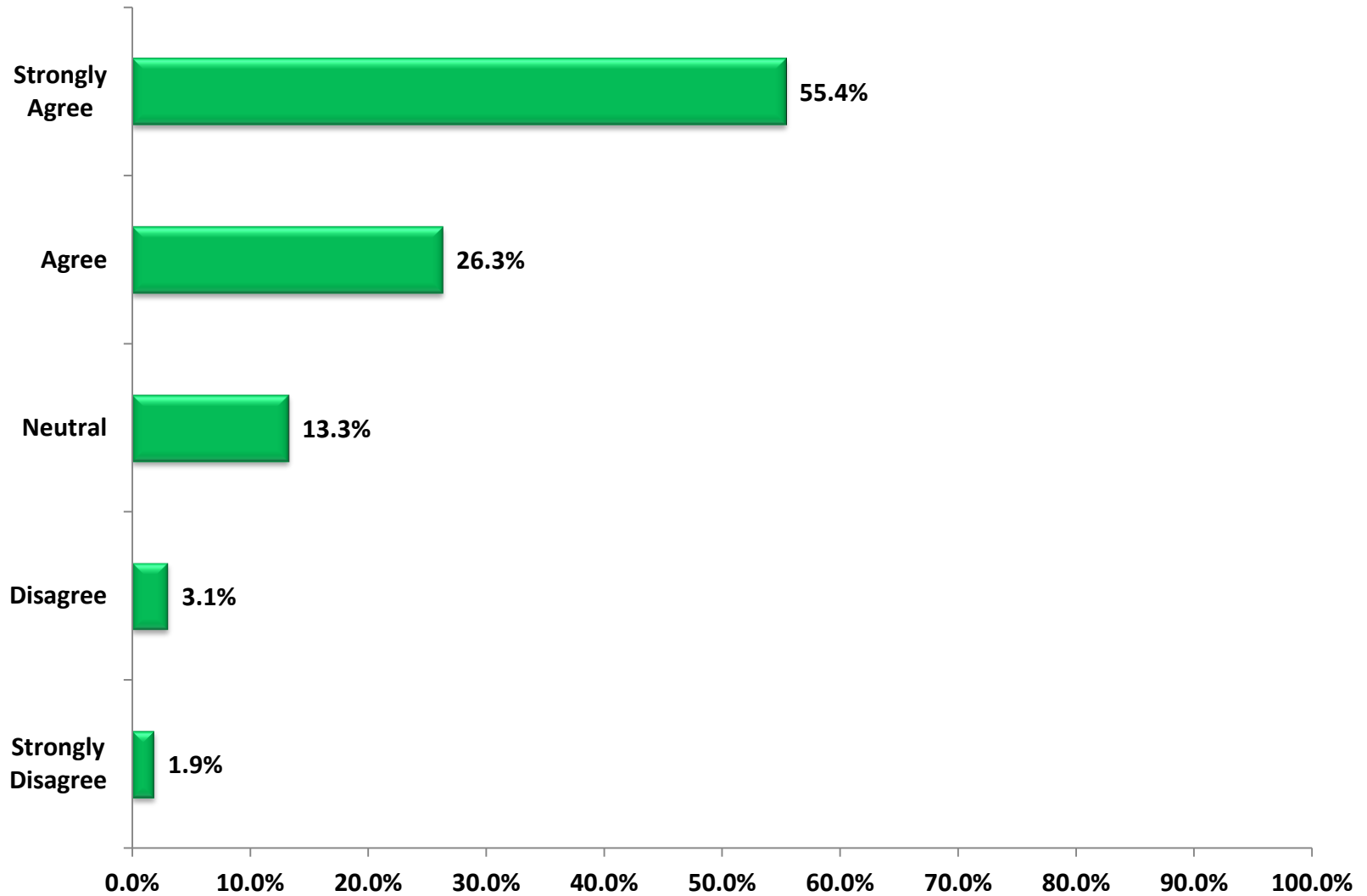
# Maintains Right-of-Way

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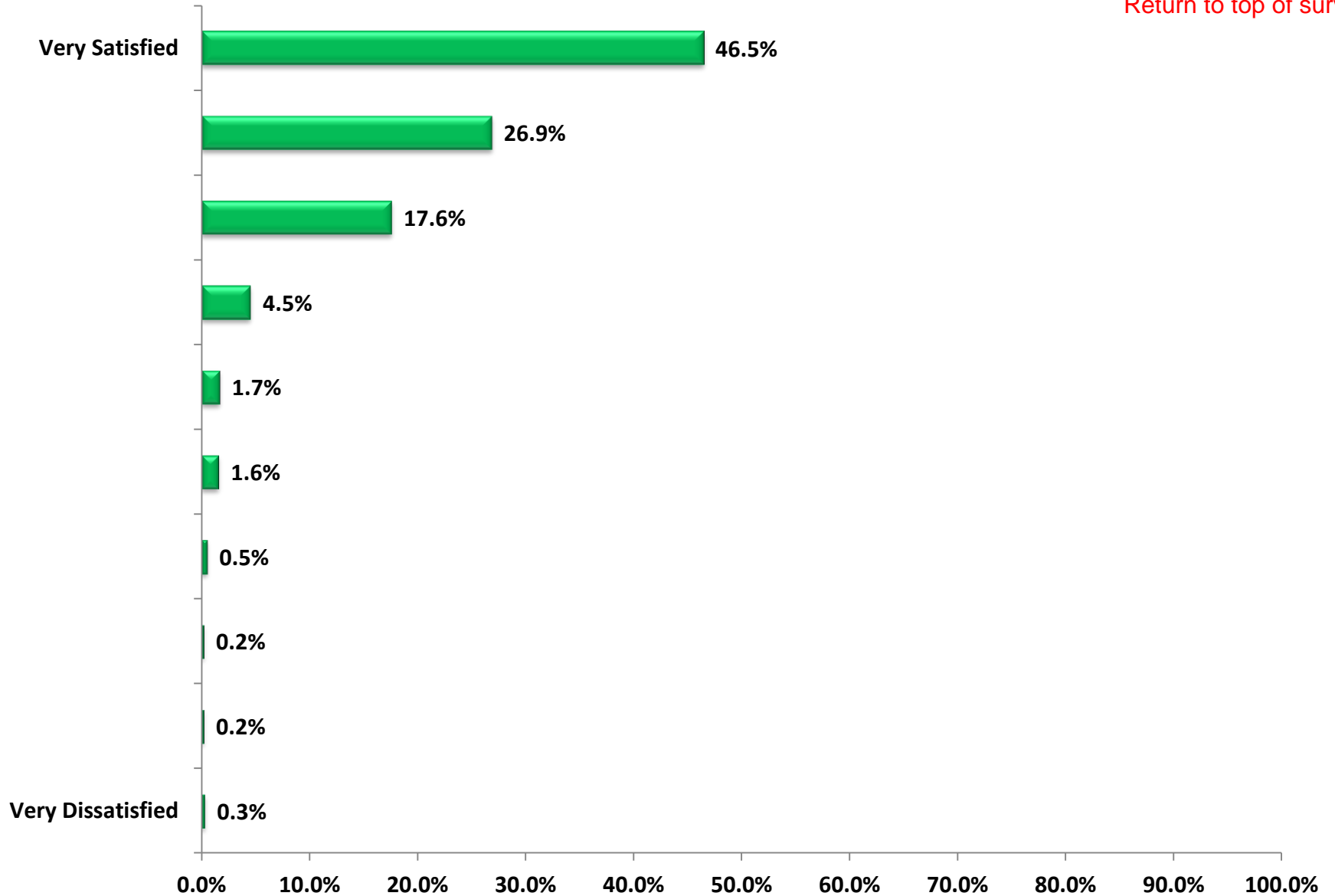
## Provides Service with Value

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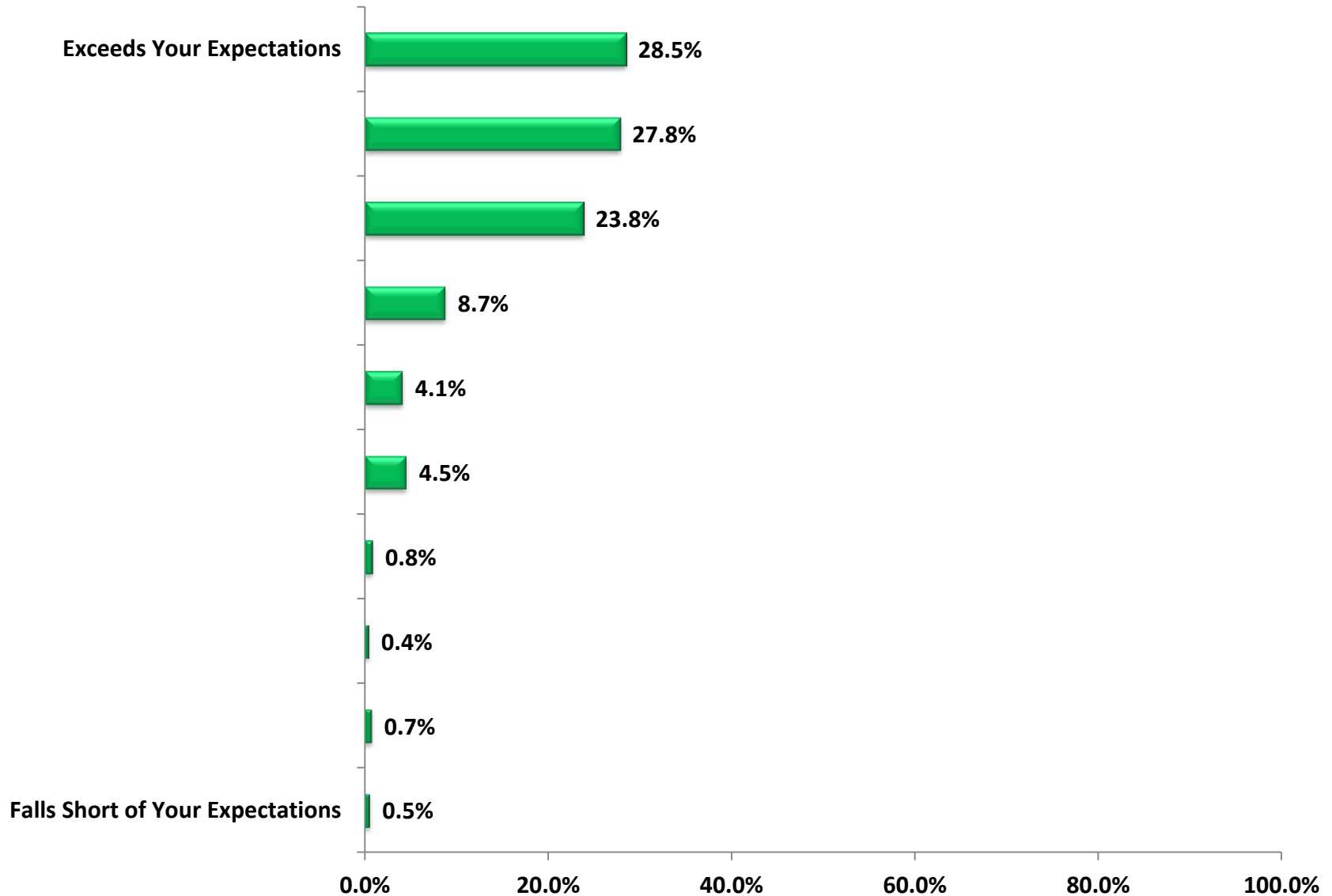
# How Satisfied Are You With Shelby Energy Cooperative?

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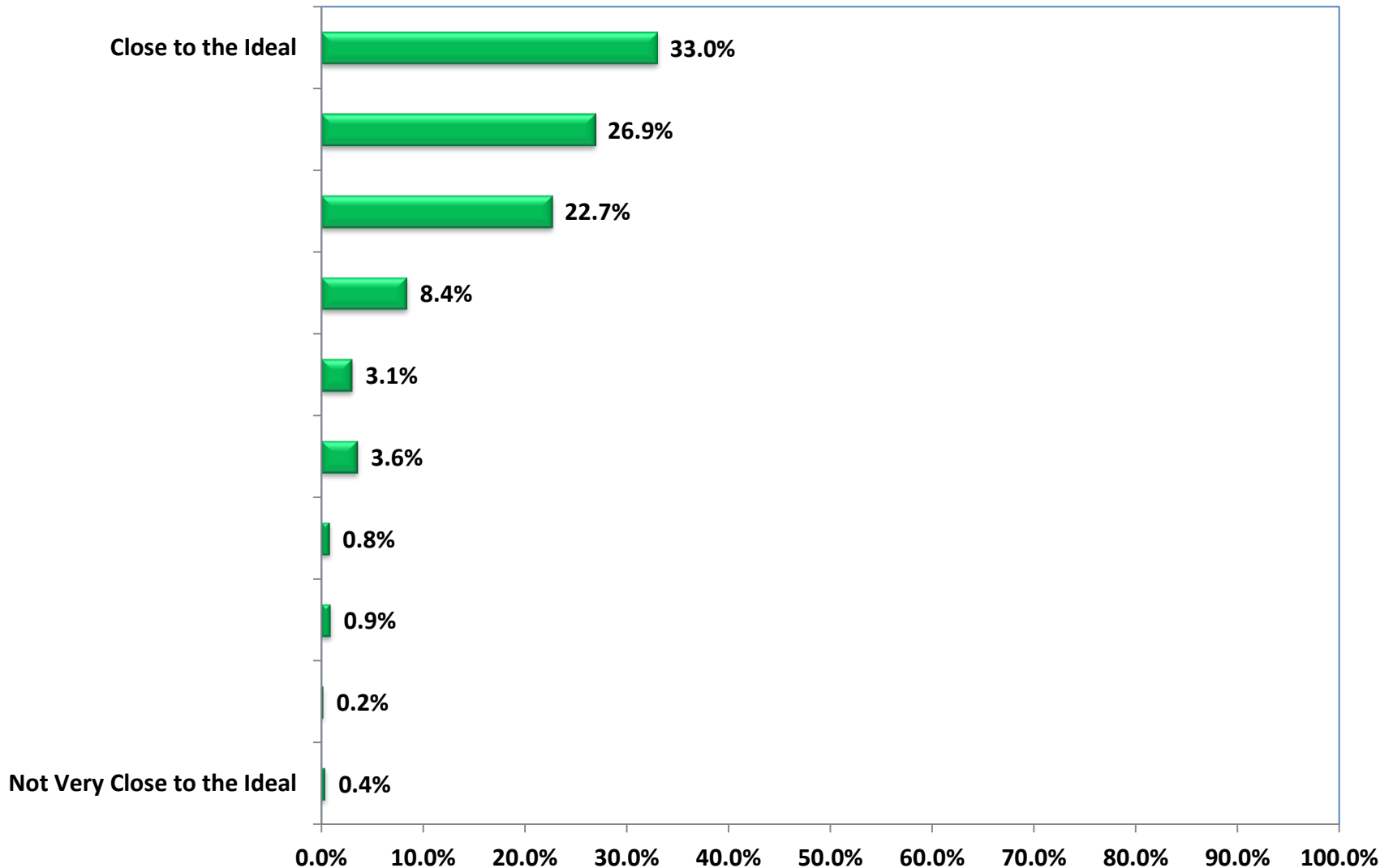
# To What Extent Has Shelby Energy Fallen Short of Your Expectations or Exceeded Your Expectations?

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

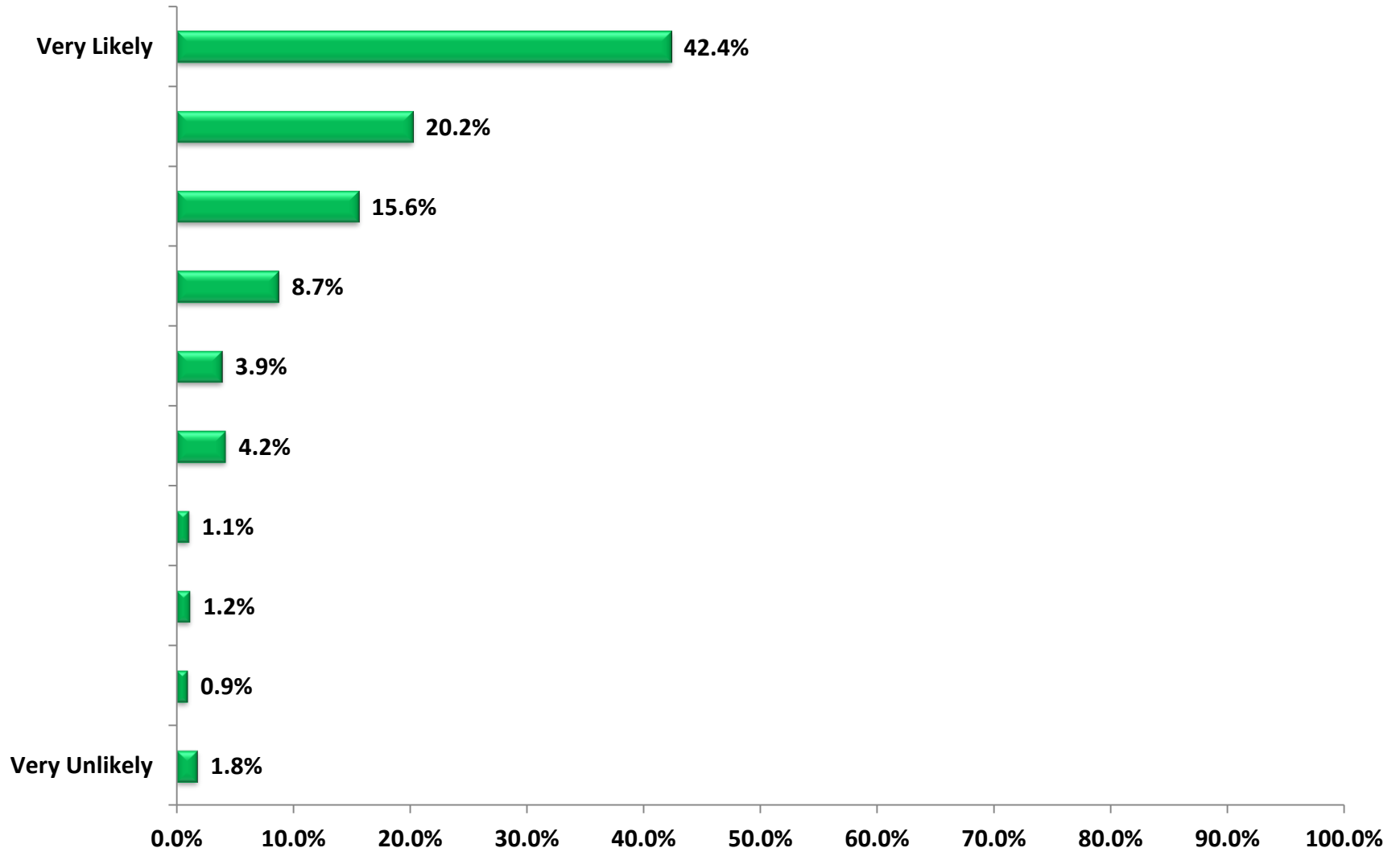
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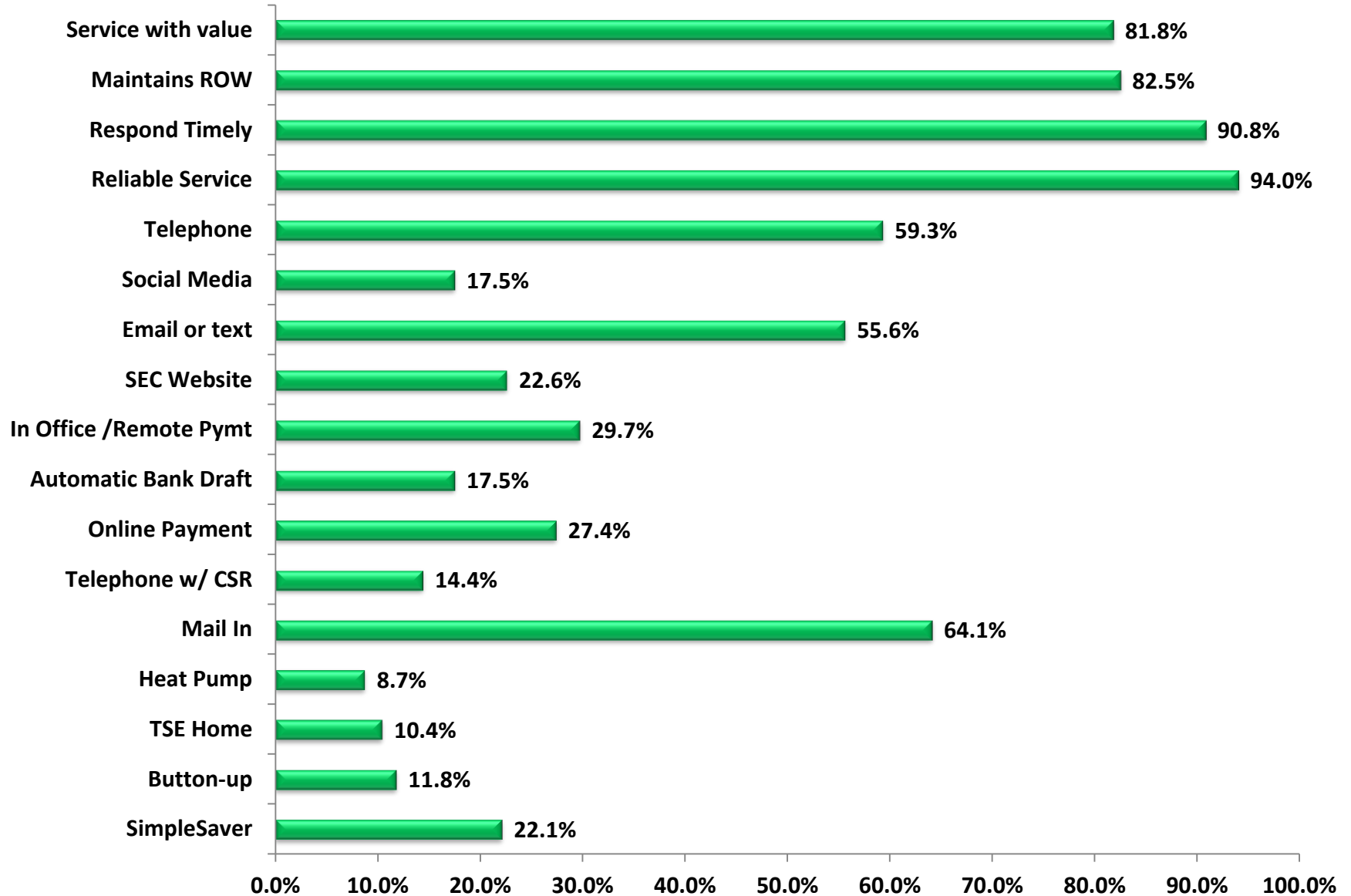


# If given a choice of utility companies, how likely is it that you would choose Shelby Energy Cooperative again?

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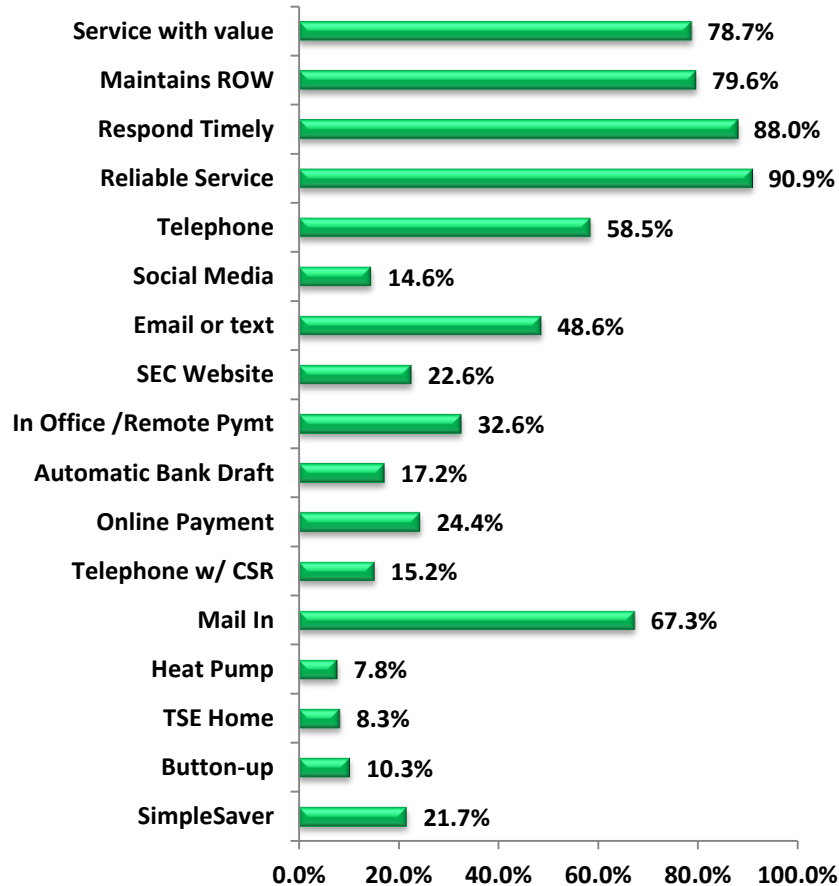


## Ratings Combining the Top Two Scores on a 5-Point Scale

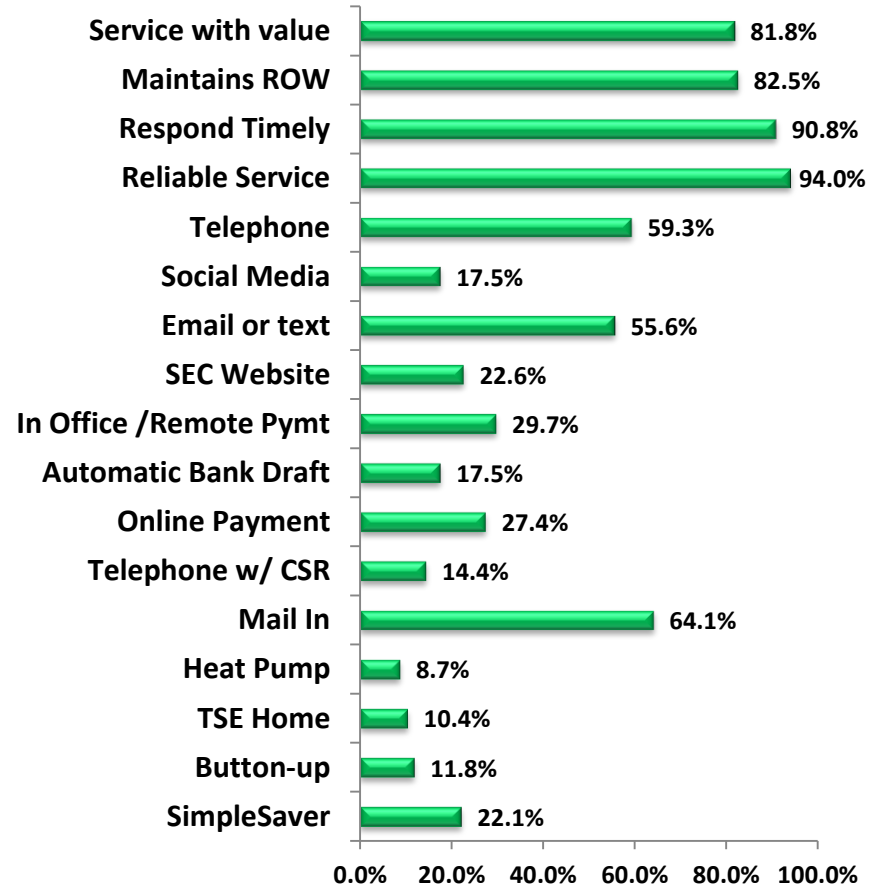


# 2014/2015 Comparison

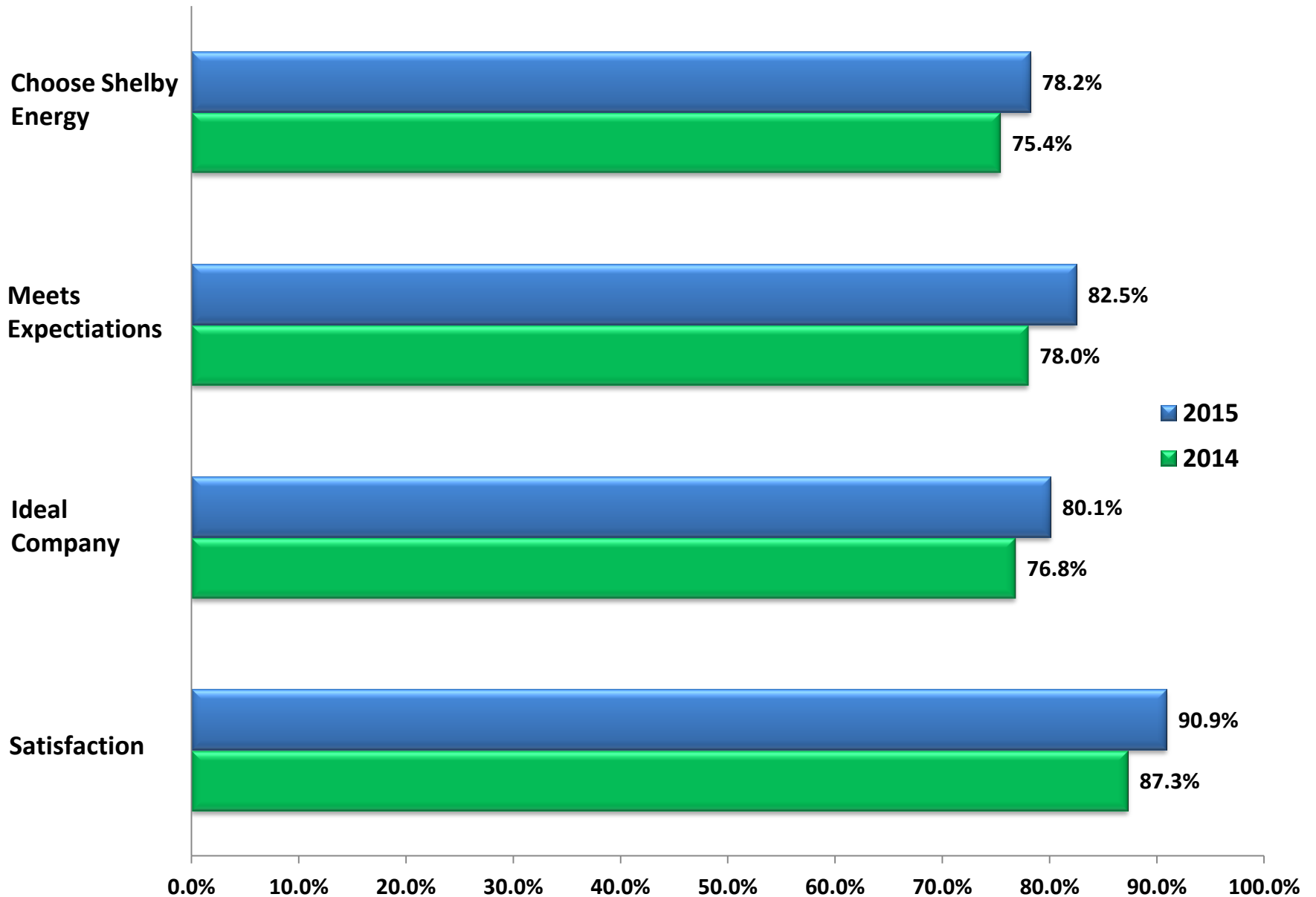
Ratings Combining the Top Two Scores on a  
5-Point Scale 2014



Ratings Combining the Top Two Scores on a  
5-Point Scale 2015



## Ratings Combining the Top Three Scores on a 10-Point Scale



# 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%