

CONNECTING COMMUNITIES



 Your Touchstone Energy® Partner

Mecklenburg Electric Featured for Best Practices Because of YOU!!!

We are pleased to announce that your cooperative has been recognized by Touchstone Energy and will soon be featured in their Best Practices Knowledgebase. Touchstone Energy is a membership organization that provides national branding and marketing resources for over 700 cooperatives across 46 states. We were selected for the honor as a result of the high marks we received from you, our membership, on the 2010 Touchstone Energy (TSE) Survey.

The Best Practices Knowledgebase provides Touchstone Energy member cooperatives access to information on efforts and techniques that have resulted in successful member relations programs that they can implement instead of “re-inventing the wheel” or learning on their own through trial and error. Utilizing proven

programs allows cooperatives to save dollars and increase their chances of receiving the desired result in their efforts to establish strong, positive relationships with their members.

Given that there are only a handful of electric cooperatives that have been honored in this section, we are, of course, very proud of the recognition. However, we are even more proud of the fact that the survey outcome that earned us the distinction verified that we enjoy an excellent relationship with you, our members, and that you trust us to act in your best interests. The results show that Mecklenburg Electric Cooperative (MEC) did very well across the board relative to the national rankings; and, in fact, our scores exceeded the national benchmark in every single category by a statistically significant margin.

Furthermore, your cooperative showed considerable strength in a number of areas that have proven difficult for most cooperatives, including an overall American Customer Satisfaction Index (ACSI) score of 84, which is an overall measure of our members’ satisfaction with their cooperative and its service to them. While satisfaction scores provided by the ACSI give us a robust measure of how well we fare relative to other organizations, including national giants such as Nike, Nordstrom, Outback and Starbucks, it is also important in helping us understand how our members perceive our performance across a range of service- and image-related attributes specific to the electric cooperative industry.

A section on the survey titled, “Service Attribute Ratings,” measured our performance in core operational areas and was the basis for our selection to the Best



John C. Lee, Jr.
President & CEO

Practices Knowledgebase. Members were asked to rate MEC on a scale from 1 (strongly disagree) to 10 (strongly agree) on whether they agree their cooperative delivers on core competencies as well as elements related to our organization’s image and reputation. As you can see from the chart on the next page, we scored higher than the national benchmark in every category, which ranges from reliable service to renewable energy. Of the 90 cooperatives participating in the survey, we received the highest marks of any in two of the categories, “Helping Members Manage Energy Costs” and “Keeping Members Informed.” Because our scores on “Commitment to Renewable Energy” and “Giving Money Back” were also well above average, Touchstone Energy asked us to share with other cooperatives details of our member relations programs.

In my opinion, the outstanding results we received can be attributed to our organization’s unwavering culture of service, and what follows are a few excerpts from Touchstone Energy’s published assessment giving their thoughts on why

MECKLENBURG ELECTRIC COOPERATIVE

P.O. Box 2451
Chase City, VA 23924-2451

Chase City District
(434) 372-6200

Emporia District
(434) 634-6168

Gretna District
(434) 656-1288

Headquarters, Chase City
(434) 372-6100

Power Failure & Emergencies
(877) 632-5688

Web Site: www.meckelec.org

Office Hours: M-F, 8 a.m.-5 p.m.

you responded so positively to our efforts on your behalf:

Helping Members Manage Their Energy Costs

“Mecklenburg EC has made energy efficiency a cornerstone of their member service effort. By expanding their residential energy audit to include an infrared camera and a 100-point checklist, they are better able to identify problems with members’ homes, and every member expressing a high bill concern is offered the free-of-charge services. But Mecklenburg EC doesn’t just wait for the phone to ring. They proactively identify high bills by analyzing member billing records and contact members to offer assistance before the members may even know they have a problem.

Mecklenburg EC attends community events to get the word out about energy efficiency. Money-saving coupons are given away, and tips on how to reduce their energy bill are delivered in person. Communicating with members is a high priority for this organization, and they make every effort to be as proactive, forthcoming and transparent as possible in all matters that impact the members. Employees do an excellent job of working with members on the phone, in the field, and at community events.”

Keeping Members Informed

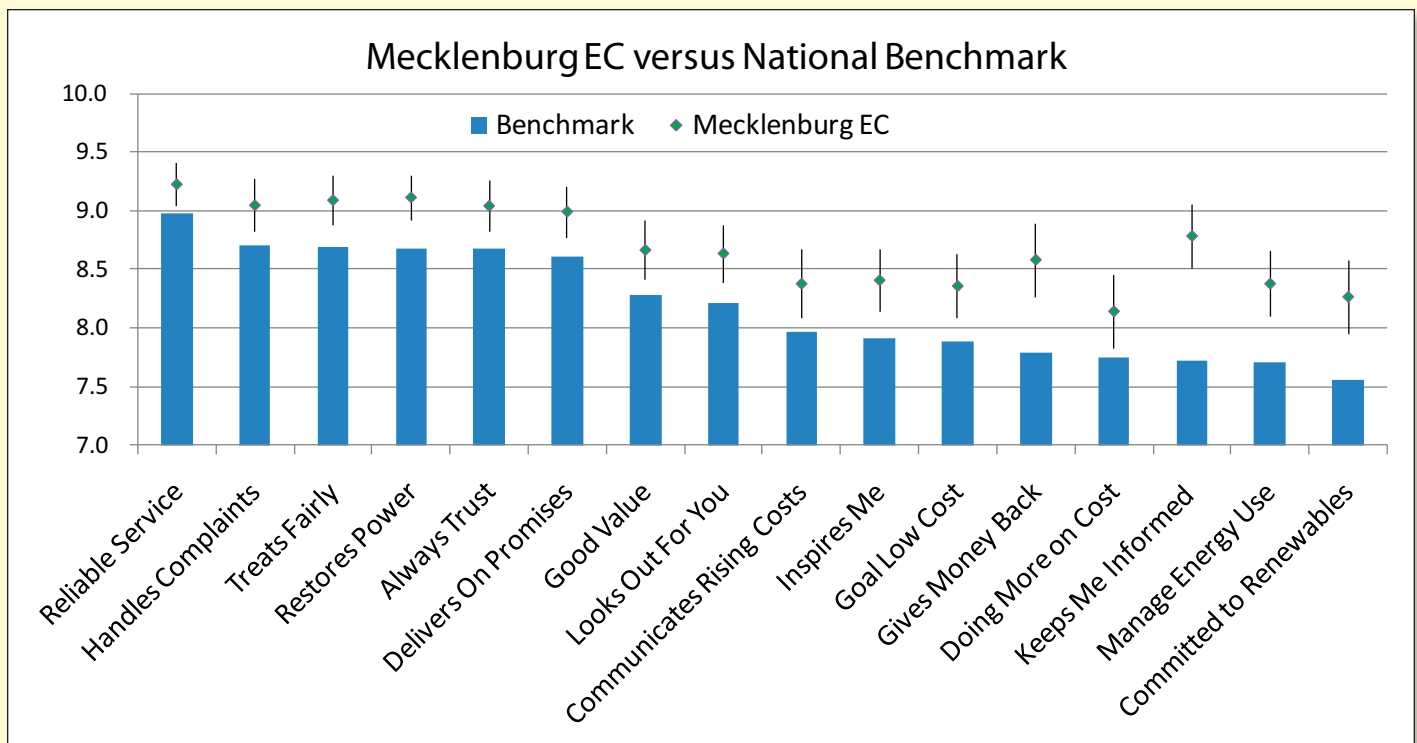
“Mecklenburg EC scored considerably above the national benchmark in the important area of keeping members informed when working in their area. They accomplish this with a blend of technology and good old-fashioned shoe leather. Their outage management system allows them to give notification to members for planned outages three to four days ahead of any planned work. When time permits, Mecklenburg EC uses targeted bill stuffers and on-bill messaging to direct notifications to members who will be affected by a planned outage. Similarly, Mecklenburg EC notifies members ahead of any work being done on the right of way. They are also very particular about who they hire as contract crews, making sure that they are aware that their performance acts as ambassadors for Mecklenburg EC.

Mecklenburg EC understands that communicating effectively means listening as well. Mecklenburg EC responds to each and every comment received by a member, whether it is something written on their bill, an email, a complaint to the Commission, a comment made to a customer service representative (CSR) over the phone or a letter to the President and CEO.



To ensure that nothing falls between the cracks, Mecklenburg EC even developed its own work notes system for CSRs to record every comment received. Mecklenburg EC’s system allows management to run periodic reports to make sure that all comments are heard and acted upon.”

While it is always interesting to see a third-party analysis of how we are doing, and gratifying to see verification that we are doing some things exceptionally well, the real measure of our success is determined by how well we are meeting your expectations. It is an honor to be one of the few cooperatives chosen as having “Best Practices” because the selection is based on feedback from those we serve, our membership. Thank you for allowing us to meet your electric needs, for your support of this organization, and for making it possible for us to receive this recognition.



The chart above shows the outstanding results Mecklenburg Electric Cooperative received on the Touchstone Energy Survey relating to our core competencies. The scores exceeded the benchmark, comprised of 90 industry-leading cooperatives nationwide, in every category by a statistically significant margin.