

TSE Member Survey – Trends & Analysis 2007 Q2

Background:

The TSE Member Satisfaction Tracking Survey is designed to monitor seven types of member contacts. A sample of these types of members is selected on a *pre-determined schedule* from a master file and transaction file provided by NHEC.

Telephone interviews are completed both with a sample of members who had contact with NHEC and also with a sample of members from the general population. The survey is conducted bi-weekly with results provide on a quarterly basis. Each quarterly report is based on approximately 255 responses. (TSE performs about 9,373 interviews for 34 co-ops each quarter.)

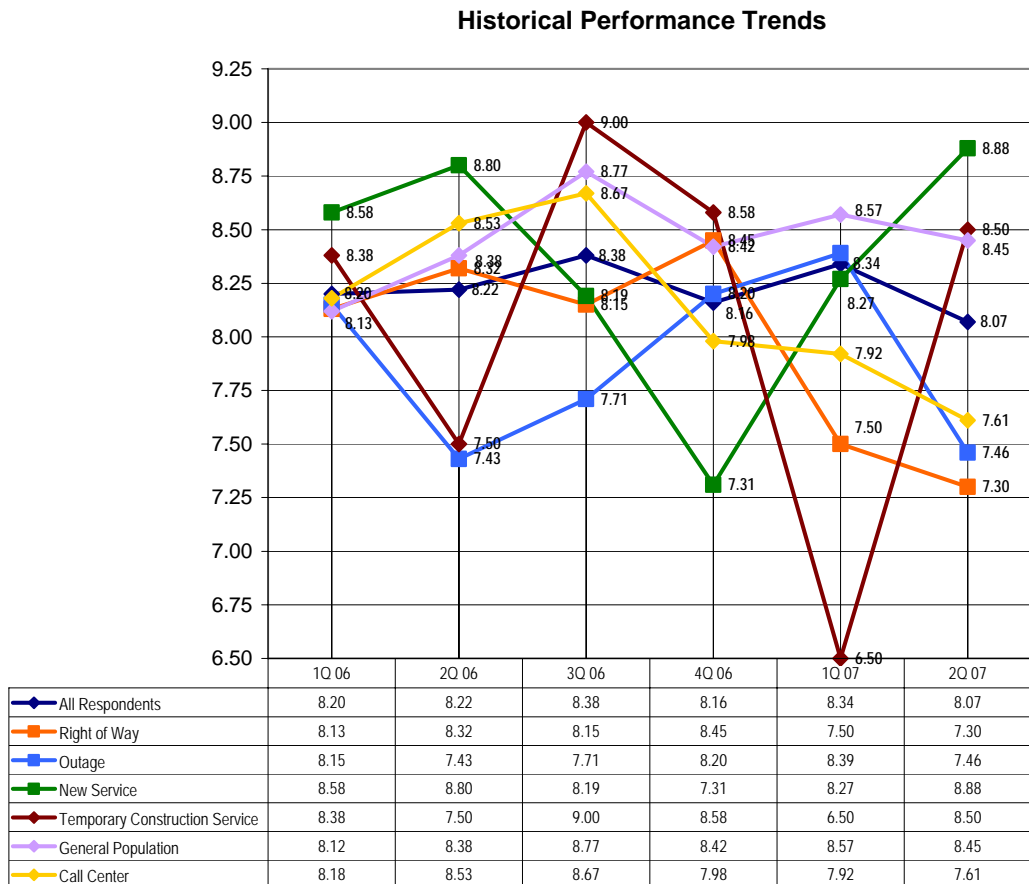
A full report, all 100+ pages, is available upon request every quarter. NHEC's results, aka the "Mean Rating," are compared against the results of all respondents in all 34 co-ops, the "Quarterly Benchmark." Below are the bare necessities; a look at the mean rating for NHEC's historical trends over 1 full year (5 quarters).

All surveyed members are asked their satisfaction with the overall service received from NHEC using a scale of 1 to 10, with 1 being 'Very Dissatisfied' and 10 being 'Very Satisfied'.

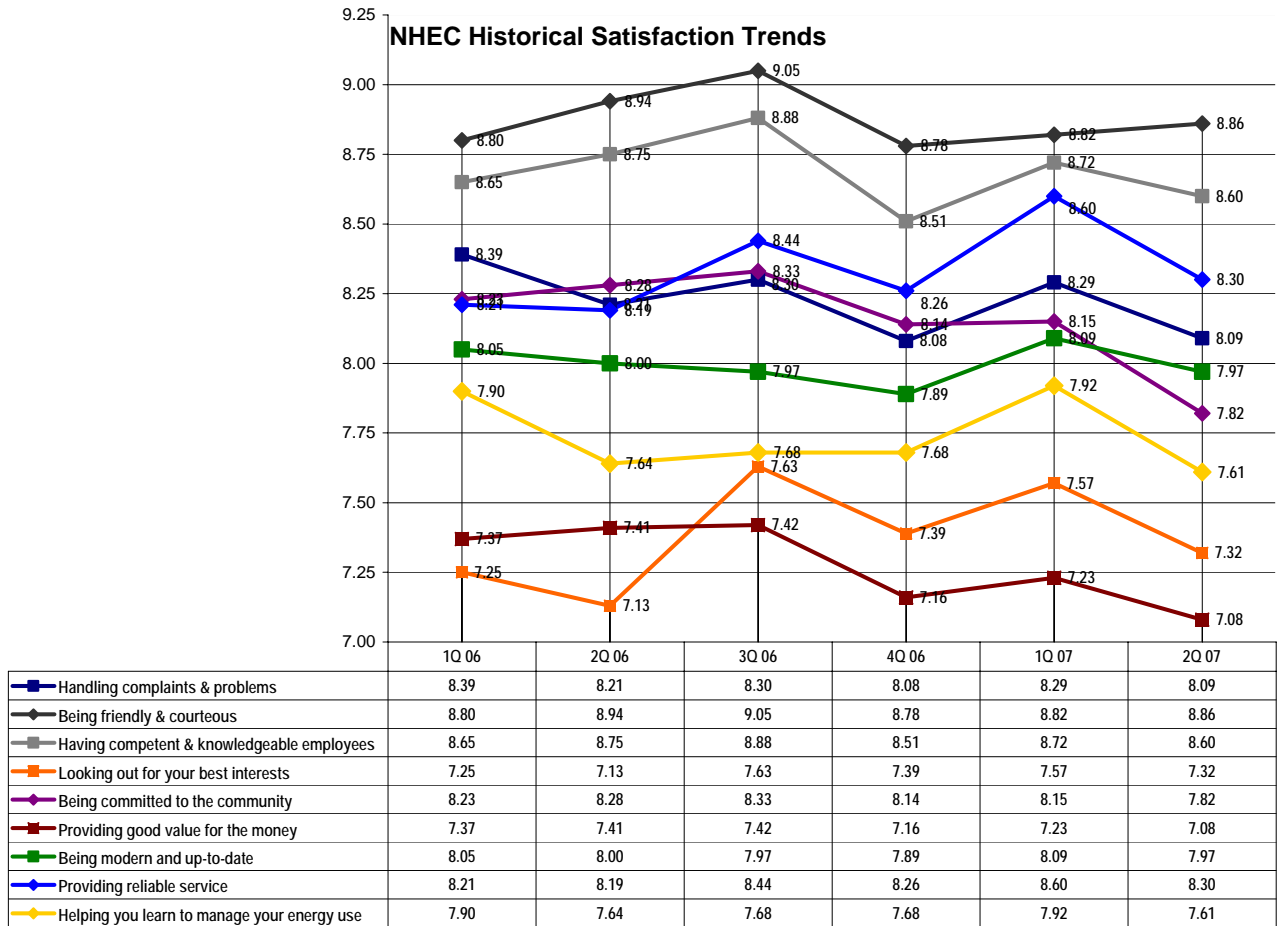
Note:

The level of member satisfaction with NHEC's performance is **significantly lower** than the Quarterly Benchmark values for all Service Activities.

Historical Trend – Overall Satisfaction by Type of Contact (Table 1)



Performance of Service Activities (Table 3)



Level of satisfaction is **highest**: • **“BEING FRIENDLY AND COURTEOUS” (8.86)**
 • **“COMPETENT & KNOWLEDGEABLE EMPLOYEES” (8.60)**

Level of satisfaction is **lowest**: • **“PROVIDING GOOD VALUE FOR THE MONEY” (7.08)**
 • **“LOOKING OUT FOR YOUR BEST INTERESTS” (7.32)**

Quadrant Analysis – Importance of Service Activities – Q2 2007

NHEC scored **LOWEST** on the 1 thing that is the **MOST IMPORTANT** to our members!

In plain terms, the **most important** service activities affecting member satisfaction are:

1. **Providing Good Value 7.08 (lowest score)**
2. **Manage Energy Use 7.61**
3. **Handling Problems & Complaints 8.09**
4. **Providing Reliable Service 8.30**

So, “Providing Good Value”, Helping Me Manage My Energy Use”, and “Handling Problems” are drivers in enhancing satisfaction. “Community Commitment” seems to have little significant impact on overall satisfaction.

