



2009 National Survey on the Cooperative Difference

Make your member's voice be heard as we refine our messaging strategy

Cooperatives face difficult economic and legislative challenges ahead. Timely member feedback on issues such as renewable energy portfolio standards and energy efficiency mandates provide cooperatives with strategic insight on how to best communicate the *Cooperative Difference*.

As Touchstone Energy's market research partner, TSE Services has been investigating strategies to better educate members about what you are doing to protect their interests to improve member satisfaction and engagement.

This market research initiative produces actionable market intelligence on the cooperative value propositions most compelling to specific segments of the cooperative membership and identifies how to get your messages heard.

What's New for 2009?

In 2009, Touchstone Energy will expand its on-going exploration of the *Cooperative Difference* beyond the residential member to include feedback from large, medium and small business decision-makers. You can choose to include any or all of these sectors.

This year's study will help us better understand how members would have us balance affordable electric rates and investments in energy efficiency, renewable energy and traditional power supplies. Results will provide your cooperative with important direction on key messages for communicating with members and key community leaders.

Help us identify your success story for the Best Practices Knowledgebase

Each year, Touchstone Energy mines the data collected in this research series to identify cooperatives that excel in areas that are critical to building engagement with our members.

By participating in this year's study, you can benchmark your cooperative's performance against your peers. This external perspective allows you to identify both your strengths and your opportunities to improve.

Let other cooperatives learn from your success by being eligible for inclusion in Touchstone Energy's *Best Practices Knowledgebase*.

Study Deliverables:

- *ACSI Scores* for Satisfaction and Retention (Residential Survey Participants Only)
- Assessment of co-op's performance on key service attributes such as value & reliability
- Key drivers of *Member Engagement* and how to get members to act on the cooperative's behalf
- Member insight on energy efficiency, concern for the environment, attitudes toward renewable energy resources and affordable electricity
- Identification of influential member segments within your cooperative and strategies to effectively communicate with each group
- Customized reports for each participating cooperative complete with *verbatim transcripts* of your member's opinions

Now, more than ever, electric cooperatives must depend on accurate and reliable intelligence to guide strategic decisions impacting members for years to come. Participation in this year's effort will give your cooperative a distinct competitive advantage!



For information, contact Tom Laing or Scott Saff at 888-890-3609 or visit www.tseservices.com.