



## 2012 NATIONAL SURVEY ON THE COOPERATIVE DIFFERENCE

TSE Services, in partnership with Touchstone Energy Cooperatives, helps you keep your finger on the pulse of your membership.

*Discover your strengths and weaknesses on image and performance attributes.*

See where you stand on key metrics:

- *American Customer Satisfaction Index*
- Reliability
- Outage response
- Having a goal of low cost
- Looking out for you
- Providing a good value
- Awareness of member dividends
- Commitment to renewable energy
- Helping members manage energy costs

*Explore 'hot button' issues to fine tune your messaging and marketing strategy*

- Your goal to provide low cost energy
- Your efforts at cost control
- How you inspire them to take action
- Demand response programs
- Use of smart phones and tablets
- Social media from their co-op

The 2012 project will include insight on both residential and business member segments!

*Contribute to the national brand effort!*

Touchstone Energy relies on a cooperative effort to bring you unparalleled market intelligence. Nearly 300 cooperatives have been involved in this effort since 2004. Coordinate your research activities to strengthen our collective effort.

Prior studies have measured interest in:

- Web portals for energy usage
- Home energy monitors
- Neighborhood energy benchmarks
- Rebates for efficient appliances
- Comprehensive weatherization services
- Time-of-use pricing
- Renewable energy
- Electric vehicle charging programs
- Pre-pay electric service

TSE Services mines the data from the Cooperative Difference Survey to identify top performing cooperatives for Touchstone Energy's *Best Practices Knowledgebase*.

*Join us so we can learn from you!*

*For information on how you can get involved, contact TSE Services today:*

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**TSE Services**  
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