

NFEC Receives Customer Satisfaction Score

Results from the member satisfaction survey conducted in the second quarter of 2018 are in and Northfork Electric Cooperative, Inc. (NFEC) received an American Customer Satisfaction Index (ACSI) score of 79, on a scale of 0 to 100.

The ACSI score is measured using three standardized questions focusing on the following attributes: overall satisfaction, confirmation of expectations, and comparison to an ideal utility company. The American Customer Satisfaction Index (ACSI®) analyzes customer satisfaction for 10 economic sectors and 46 key industries that together represent a broad swath of the national economy. The ACSI scientific model provides key insights into the entire customer experience as well as indications of micro and macroeconomic performance.

The 2018 survey was conducted solely online via Survey Monkey and promoted to the membership through email and social media.

More than 59% of respondent to the survey identified themselves as more than just a customer. Just over eight percent of the respondents have been NFEC members for one year or less with just over 51% having been NFEC members for 10 years or less.

In addition to electric service attributes, the survey assessed member satisfaction and perceptions of the cooperative's performance in several other areas.

NFEC received high marks (a score of 8 or better) for:

- Providing reliable service
- Handling complaints & problems promptly
- Communicating about electricity costs
- Restoring power quickly following an outage
- Being a name you can trust
- Improving the quality of life in your community
- Preparing for and responding to natural disasters

Areas highlighted for improvement are helping members learn to manage electricity usage, keeping members informed when working in their area and providing members a good value for the money they spend.

The survey also provided the cooperative with valuable information relating to programs and services the membership would like the cooperative offer as well as preferred payment, communications and marketing channels. This information will be valuable as the cooperative plans future projects.

NFEC's ACSI score of 79 places the cooperative 2-points higher than the Cooperative Utility score of 77, as well as 4-points higher than both Investor Own Utilities and Municipal Utilities of 75, per the 2018 ACSI Utility Sector Report.

Cooperatives continue to record the highest level of customer satisfaction compared to municipal and investor-owned utilities on the 2018 ACSI Utility Sector Report.