

Members rate Coastal Electric Cooperative with all-time high customer satisfaction score



Chris Fettes

BY CHRIS FETTES, CEO AND EXECUTIVE VICE PRESIDENT

We're thrilled to announce we recently received an all-time high customer satisfaction score of 90 on the American Customer Satisfaction Index (ACSI®).

Our score placed us into the

top three rankings for energy utility services among all participating Touchstone Energy Cooperatives in the second quarter of 2023.

Touchstone Energy Cooperatives represents a nationwide alliance of

more than 700 member-owned electric co-ops across 46 states.

The top five scores in that period ranged from 88 to 92, which compares favorably with electric cooperatives' annual average score of 74, as reported in the 2022-23 ACSI Energy Utilities Study.

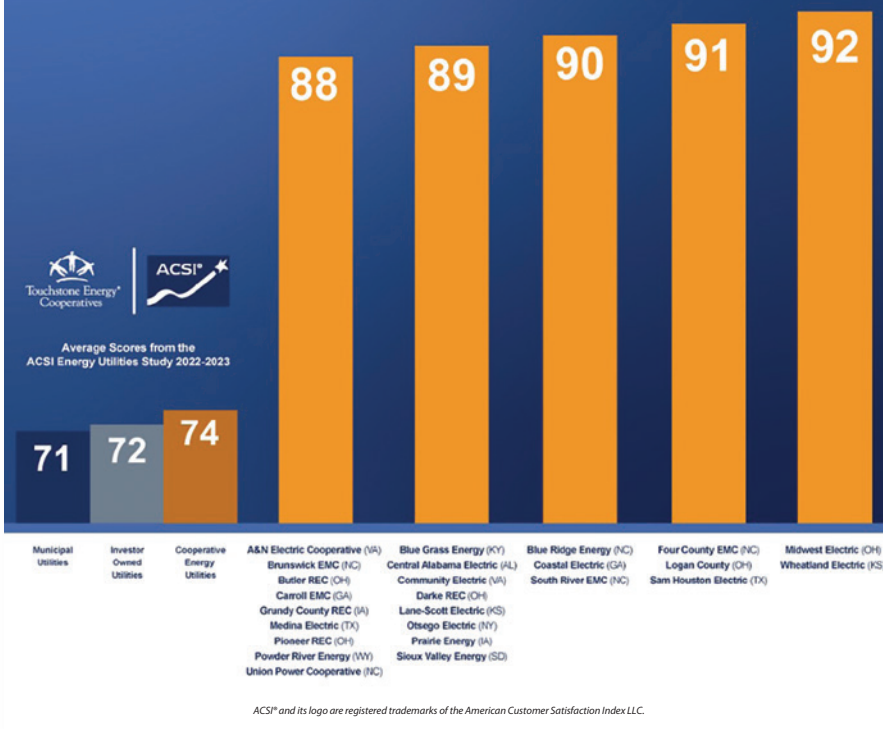
Breaking records and setting the standard

Coastal Electric has always strived for excellence in serving our members (it's why we exist, after all), but this latest recognition is a cause for celebration. The ACSI is a nationally recognized benchmark for measuring customer satisfaction across a wide range of industries, including the energy sector. Achieving a score of 90 is not just a milestone; it's a testament to Coastal Electric's unwavering commitment to its members and the community it serves.

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**Results based on data provided by Coastal Electric Cooperative, collected July-August 2023. ACSI did not regulate the survey administration or sample size. ACSI and its logo are registered trademarks of the American Customer Satisfaction Index LLC.*

Congratulations to the Touchstone Energy® Cooperatives with the top 5 ACSI® scores in Q2 2023!



Five reasons electric co-ops

By Paul Wesslund

Running electric utilities today takes just about every skill imaginable. Some jobs call for the physical ability to climb a utility pole, the technical know-how to create intricate cybersecurity systems and interpersonal skills of talking with a co-op member about how they can lower their electric bill, while others require the logistical knowledge to get essential equipment delivered through a challenging supply chain.

To highlight this unique industry and the many career paths it offers, here are five ways the unique characteristics of electric co-ops make them a great place to work:

1. Stability. You can count on homes and businesses needing electricity now and in the future. One analysis predicts electricity demand will grow even faster in the 2020s than it has the previous two decades. Energy careers offer excellent benefits and paths for career advancement. Employees typically stay in the industry more than 15 years.



2. Excitement. While utility work is reliable, it's also at the cutting-edge of innovation. Electrification is the centerpiece of the push for greener energy. The number of electric vehicles is doubling every year, which means new workforce skills are needed to figure out how to keep all those vehicles plugged in and charged up. More than \$120 billion a year is being spent to modernize the U.S. electric grid to manage new patterns of electricity use. The energy industry is changing, and it's an exciting time to be part of it.

3. Variety. The skills needed in the utility industry range from advanced college degrees to trade school, apprenticeship and on-the-job training. And the range of positions is staggering—accountants, social media managers, IT specialists,

engineers, human resources professionals. There are more unique positions as well, such as drone operators who inspect power lines, data analysts who coordinate the flow of electricity and power plant operators who oversee electricity generation.



os are great places to work

- 4. It's local.** The thing about electricity is that maintaining the service needs to happen nearby. That means that much of the work takes place near your hometown. Not only can a utility worker make a living and raise a family in the place they choose to live, but if they decide to move to another part of the country, there will likely be energy career opportunities there as well.
- 5. Satisfaction.** Any lineworker will tell you there's no better feeling than knowing the power outage you've just restored brought light and heat back into the homes of hundreds of people. The same goes for the utility truck dispatcher back at headquarters and the media specialist getting the word out about the status of power restoration, as well as the system resilience planners who are working to avoid an outage in the first place, and the engineers who are creating an energy system for the future with renewable energy technologies and utility-scale batteries.



Electric co-ops offer a unique business model that's led by the members who use the electricity—that's you. It's a form of business with a commitment to improving the quality of life for the local community, which can call for jobs like partnering with local groups to bring broadband to rural areas, or work that's as essential and profound as keeping the lights on.

Paul Wesslund writes on consumer and cooperative affairs for the National Rural Electric Cooperative Association. From growing suburbs to remote farming communities, electric co-ops serve as engines of economic development for 42 million Americans across 56% of the nation's landscape.





Happy Veterans Day

Saturday, Nov. 11

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Coastal Electric is grateful for
all the men and women
who have served our country.



Happy Thanksgiving

Holiday Office Closing

All Coastal Electric office locations
will be closed Thursday,
Nov. 23, and Friday, Nov. 24,
for the Thanksgiving holidays.

Dreaming of a technical career?



We'd love to help you get there. Apply for a Coastal Electric Cooperative Foundation Technical School Scholarship at CoastalElectric.Coop/scholarships. The deadline is Dec. 15 for spring 2024.




High customer satisfaction score, *Continued from page 20A*

Members' voices heard loud and clear

This achievement wouldn't have been possible without your valuable input and feedback. Our members participation in the ACSI surveys allowed them to voice their opinions and share their experiences, ultimately shaping Coastal Electric's path, and we work to best meet your needs and exceed your expectations.

The power of community

Our commitment to our members extends beyond providing reliable electricity—we are deeply rooted in community involvement. We see it as part of our mission to engage

with and support our local community through scholarships, events, educational programs and Coastal Electric Cooperative Foundation grants. This involvement reflects the cooperative's commitment to not only powering homes and businesses, but also enriching the lives of the people we serve.

A bright future ahead

We believe our mission to provide reliable electricity, exceptional customer service and active community participation is a journey, not a destination. We exist to serve you, and that won't stop.

We are grateful to all our members for your trust and support. Let's

celebrate this achievement together, because we're not just an electricity provider; we're a community partner, dedicated to making a positive impact in the lives of our members—now and for the future.

ACSI has been a national economic indicator for 25 years. It measures and analyzes customer satisfaction with more than 400 companies in over 40 industries and 10 economic sectors, including various services of federal and local government agencies. Reported on a scale of zero to 100, scores are based on data from interviews with roughly 500,000 customers annually. For more information, visit theacsi.org.