

JANUARY 2022

Rachel Johnson - Member Relations

Kudos!
"EXCELLENT SERVICE, I AM A VERY PROUD MEMBER!"

GOAL Reduce Carbon Emissions and Grow Efficient Electric Load

January Rebates Processed

11

Goal: 35 rebates/month

Members received

\$250

Annual Load Incentivized (YTD)

0 kWh

GOAL Be Seen as a Thought Leader on Energy Issues



Podcast

Monthly Average YTD
Goal: 181

211 Plays



Manager's Column

Monthly Average YTD
Goal: 802

1,842 Views

Community Presence

1/07

Traverse Connect
Gov. Relations Committee

Rachel,
Gabe, Val

1/14

Northern MI Chamber Alliance
Policy Conference

Rachel,
Gabe

1/19

Leelanau County ARPA
Fiber Discussion

Frank,
Melinda

GOAL Provide Exemplary Service

Member Satisfaction Survey Scores



CALL CENTER
Goal: 4.7



OUTAGE COMMUNICATION
Goal: 4.1



NEW SERVICE
Goal: 4.9



Call Wait Times

11 seconds

Goal: 24 seconds

Calls Handled Within 60 seconds

99.96%

Goal: 98.67%

GOAL Promote key cooperative messages through targeted marketing campaigns.

2022 Campaign Status

EV Outreach

Planning

Running

Completed

Co-op Value

Planning

Running

Completed

Beneficial Electrification

Planning

Running

Completed



We have done extensive research at Cherryland on the key drivers of member loyalty. We know that we build a stronger, trust relationship with our members when we communicate well when things go wrong – such as in outages.

Cherryland's Member Loyalty Index Score



National Average: 84

Outage Text Has Improved Member's Outage Experience Significantly

"How well were you kept informed about your outage?"



Prior to Outage Text



With Outage Text

"Satisfaction with overall outage experience?"



Prior to Outage Text



With Outage Text

Satisfaction is rated on a 5.0 scale, our goal was to increase ratings to 4.0 or higher



In 2022, we had two major storms and used those experiences to continue to solicit feedback from our members and improve our use of the text system in a storm scenario.



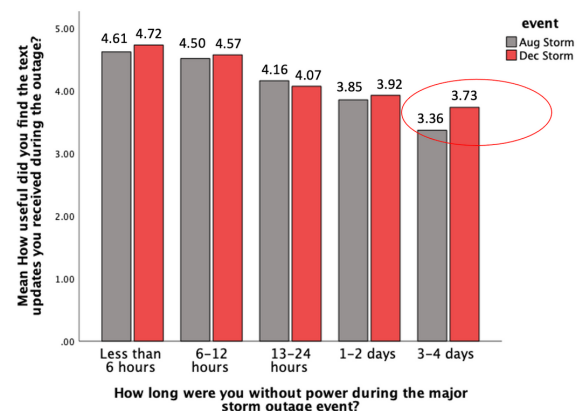
Exciting news from the December Storm:

Comparison Storm Stats

	Event	Score	
How useful did you find the text updates you received during the outage?*	Aug Storm	4.30	↑
	Dec Storm	4.42	
Restored power quickly after the outage*	Aug Storm	3.84	↑
	Dec Storm	4.09	
How well you were kept informed about the outage*	Aug Storm	3.98	↑
	Dec Storm	4.10	
Overall satisfaction with Cherryland electric service reliability	Aug Storm	4.37	↑
	Dec Storm	4.45	

*Statistically significant improvement

Text Usefulness Improvement



Biggest Improvement was ratings from members who were out 3-4 days

