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## **BEC strives to improve service, initiates member satisfaction survey**

In a continuing effort to improve the quality of service to its members, Beartooth Electric Cooperative has joined with the National Rural Electric Cooperative Association's (NRECA) Market Research Services to conduct an ongoing member satisfaction survey. As a result, randomly selected residential members of the cooperative will be contacted by telephone from mid- to end-July and asked to provide feedback about their interaction with and service from BEC.

"Beartooth Electric is very interested in the opinions of our members, particularly as they relate to how we are meeting their electrical service, energy education and informational needs and expectations," BEC Communications & Member Services Manager, Kaaren Robbins explained.

"Working with NRECA, we will be able to compare our survey results with other national rural electric cooperatives and have a benchmark for making improvements in our level of service to residential members," she added.

Surveying will begin in mid-July and will continue throughout the end of the month. Telephone interview calls will be placed during the evening hours between 5:00 p.m. and 9:00 p.m. (local time) and no calls will be made on Sundays or holidays. Survey participants unable to participate at the time of the initial call will be given the opportunity to schedule an appointment to complete the interview at their convenience. The length of the interview is approximately 10 minutes. All telephone interviewing will be conducted by NRECA.

Among the topics covered by the survey will be reliability, value, service, outage response, board of trustee performance and media preferences just to name a few. In addition, questions from the American Consumer Satisfaction Index (ACSI) will be asked so that an overall satisfaction index score can be determined for BEC. This will allow the cooperative to be compared to the nation's top companies as measured by NRECA.

If your phone rings and you are asked to participate in the BEC 2012 Member Satisfaction Survey, say, "YES!"

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