



Member satisfaction is key



From the desk of
CEO & General Manager
Eddie Oldham

“ Electric cooperatives remain different from other utilities. That difference is you, the member-owner of this cooperative. ”

Across our state and country, people like you and I receive electricity from one of three types of utilities; investor-owned, municipal-owned or electric cooperative. Central Electric is an electric cooperative, owned and governed by the members it serves. That means you, the member, have a direct stake in the governing of your electric utility.

Why is this important you may ask? Over time as the thrill and excitement of having service extended to your home by the rural electric cooperative has faded, the electric co-op can sometimes be thought of as just another utility. Rural electricity is now ingrained into our everyday lives. It is an expectation rather than a luxury.

Quite possibly the biggest difference between electric cooperatives and other electric utility providers is our drive to go beyond your expectations. We not only want to do what you expect us to do, continuing to provide safe, reliable and affordable service, but we want to go above and beyond your expectations. We strive to be your trusted energy partner, being there for you for all of your energy needs.

This includes providing superior member service, offering programs that you can use to your advantage to help save time and money, and also supporting the communities we serve and live in. That is the cooperative difference and that is what makes us different.

Part of being your trusted energy partner involves hearing directly from you. We gauge our performance using member satisfaction surveys

as well as participating in quarterly American Customer Satisfaction Index (ACSI®) surveying.

Central Electric Membership Corporation completed its quarterly member-wide customer satisfaction survey, where over 11,000 Central Electric members were asked to participate. The member responses were sent to the American Customer Satisfaction Index (ACSI®), a company that measures customer satisfaction across multiple industries throughout the entire United States. For the 4th Quarter of 2023, Central Electric received an ACSI score of “87” out of a maximum score of “100”¹. Central Electric’s score is higher than all publicly measured investor-owned utility scores and places Central Electric 15 points higher than the average investor-owned utility score of 72, as well as 13 points higher than the average cooperative utilities score of 74, per the industry ratings in the 2023 ACSI Utility Sector Report. For more information, please visit www.theacsi.org.

As always, thank you to our members for taking the time to help your cooperative engage with its members and discover ways to best serve you. Electric cooperatives remain different from other utilities. That difference is you, the member-owner of this cooperative. As an owner, you play a critical role in our success. We greatly appreciate each of our members and we look forward to continuing our pursuit of constantly improving the service we provide for our members.

¹ Results based on data provided by Central EMC, collected between September and November 2023. ACSI did not regulate the survey administration or sample size. ACSI is a registered trademark of the American Customer Satisfaction LLC.