

# Operational Metric Benchmarking System

## Member Satisfaction and Loyalty: A Never Ending Opportunity

To support cooperatives in their pursuit of excellence, TSE Services offers the *Member Satisfaction Tracking System* to provide continuous and tactically actionable feedback from the membership on your cooperative's service performance.

To augment the diagnostic power of this satisfaction monitoring system and optimize your effort to increase member satisfaction scores, TSE Services now offers you the *Operational Metric Benchmarking System*.

## How Does Your Operational Performance Affect Satisfaction?

The daily operation of your electric cooperative involves a wide variety of activities from engineering to billing to customer services and beyond. Which of these activities have the most direct impact on your members' perceptions?

By identifying the "smoking gun" operational drivers of member satisfaction, your cooperative can focus on optimizing business processes and systems to enhance your members' satisfaction with the services you provide them.

## Operational Metric Overlays: Reconciling Perception and Reality

The *Operational Metric Benchmarking System* identifies relationships between objective measures of performance produced by your business systems and satisfaction scores. Categories include:

- Reliability
- Service Order Fulfillment
- Call Center & Customer Care
- Billing
- Collections & Write-offs

Overlays of operational and satisfaction data track your progress as you work to improve internal practices. Each graph shows a performance measure and its relationship to a relevant satisfaction score.

## Benchmarking: Striving to Become Best-in-Class

TSE Services' *Member Satisfaction Tracking System* participant group includes many of the most progressive and highly rated cooperatives in the country. Benchmarks from this group provide your cooperative with compelling reach goals on key service activities.

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## Reporting

Reports for the *Operational Metric Benchmarking System* are prepared quarterly in conjunction with the *Member Satisfaction Tracking System*. Reports are customized according to the operational data available from your cooperative and the transaction surveys performed for your cooperative. Reports include Metric vs. Satisfaction Overlays and Benchmarks from the expanding national pool of cooperatives submitting operational data.

The *Operational Metric Benchmarking System* is designed to be highly adaptive so that unique operational measures tracked at your cooperative can be added to the growing list of metrics we support. Here are two examples of the data provided.

