LEADERSHIP COLUMN

**HOW CAN WE BETTER SERVE YOU IN 2018?**

It’s amazing what we learn through listening and observation.

New products and services are more likely to gain the satisfaction of consumers when their introduction follows market research.

Here at [CO-OP NAME], we’ve provided members with a mobile application, enabling you to check the status of your electric service, and receive real-time updates on energy use.

[Insert co-op/PPD/PUD name] members are using the app to conduct routine business with us, like online bill payments, arranging service transfers and viewing real-time outage updates.

[Insert number or percentage] of our members have downloaded our [insert name of mobile app] app since we launched it in [insert year].

These mobile services are just new ways of connecting with people, like the member services representatives you reach when you call us, or greet you from behind the counters at our office. They help us offer quality services you expect us to provide.

Our goal is to find ways to help you control energy costs. That’s why we communicate with you about energy prices and ways we can work together to help ease the burdens on your wallet.

[CO-OP NAME] also offers a Beat the Peak/Time of Use program designed to help avoid high-cost energy by reducing overall demand during peak use periods. About [insert number/percentage] of you participate in our program. If you haven’t signed up, ask us about it––we’re ready to listen.

Listening improves understanding, builds trust, strengthens relationships and fosters cooperation. It’s also crucial to collaboration and success.

That’s why [CO-OP NAME] still loves face time with our members. Our annual meeting is a social event for our whole co-op family. We hope you’ll make plans now to join us in [insert month] at [insert location and other details] for a day/afternoon/evening of co-op business, fun and prizes.

So, how do we serve you better in 2018? The same way many of us try to serve community, society and family better, each day—by listening. In our offices, on telephones, through social media exchanges and in our face-to-face meetings, we’re ready to listen.

When you have questions about energy efficiency, electrical service or any of our products or services, just ask us. When we know just what you want, we’re in a better position to deliver successful results. So, drop in and see us, we’re always glad to hear from you.