



MARKET RESEARCH SERVICES

Who We Are

Market Research Services, part of NRECA's National Consulting Group, is a full-service marketing research provider conducting custom studies for NRECA members. Serving America's Electric Cooperatives for over 25 years, our team consists of experienced and responsive professionals who have an extensive background in market research. We understand the cooperative business model and truly care about the success of co-ops.

What We Do

Your co-op is unique and faces diverse service challenges. That is why we strive to design a research plan that meets your specific needs. We offer several types of market research studies including:

- Member Satisfaction
- Member Engagement & Loyalty
- Communications
- Renewables & Energy Efficiency
- Employee Satisfaction/Engagement
- Assessment of Organizational Culture - **NEW!**

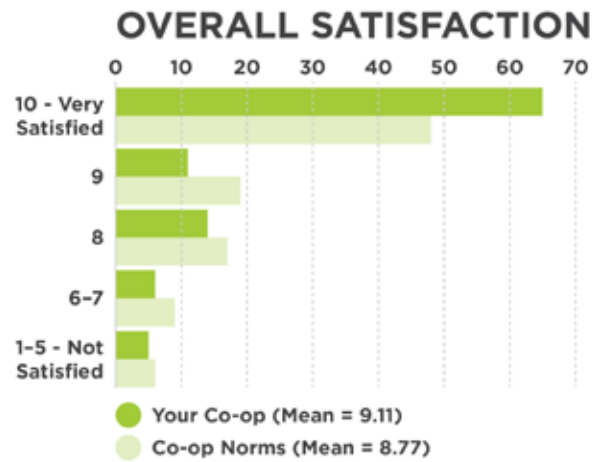
Why Work With Us

Our years of experience have taught us how to develop questionnaires that meet your objectives. We obtain a representative sample of your members, analyze the data, and provide a report that clearly explains the results and what they mean, providing actionable insights that can be used to develop meaningful plans to improve your co-op.

Our Services

Member Satisfaction Surveys

This research will gauge members' satisfaction and commitment to your co-op and help you understand what it is about your service that causes members to be more or less satisfied. Using our residential member survey data from the co-ops we serve, we can compare your survey results to other co-ops nationwide. Our "Co-op Norms" are not taken from the universe of all cooperatives, but from those who value, monitor and measure the satisfaction of their members and therefore represent higher performing co-ops. This can help you benchmark where your co-op stands. For Touchstone Energy co-ops, we will include the necessary questions to have your American Customer Satisfaction Index (ACSI) calculated.



MEMBER ENGAGEMENT

- 59% Fully Engaged
- 18% Engaged
- 11% Highly Engaged
- 6% Somewhat Engaged
- 5% Not Engaged



Member Engagement & Loyalty Studies

Co-ops are committed to increasing member engagement and loyalty, a key function of the communications department. The Member Loyalty Index (MLI) is a statistically significant and reliable measure of member engagement and loyalty. The MLI also measures a member's emotional attachment to their co-op. Increasing emotional attachment is the key to increasing member trust in the co-op, consumer-member identity, and willingness to take grassroots action on behalf of the co-op. The Member Loyalty Index consists of four measures which survey participants are asked on a likert-type scale. These four measures are then collated to create your MLI score.

Communications Studies

Our communications and readership studies utilize surveys to help you determine how best to communicate with members. These surveys may assess preferred methods of communication (print vs. online), topics of interest and overall awareness of the information included in your magazine or newsletter. By establishing reader preferences, likes, and dislikes, these studies provide actionable results that co-ops can use to improve and strengthen member communications.

Renewables & Energy Efficiency Studies

Finding the right message to communicate your products and services is one of the big challenges that marketers and communicators face. Communicating your co-op's emerging energy programs is no exception. One of the keys to creating a message that will resonate with your members is to understand their views on renewable energy. A common tool used in traditional marketing is customer segmentation. Consumer packaged goods companies invest heavily in understanding who their customers are and how they think about their products. They use this information to build messages that "speak" to the way those customers think and behave. Effectively communicating your energy project is no different. Market research can help you better understand your members by using a segmentation model:



Collaborative Market Research Studies

Electric co-ops strive to fulfill the 6th Cooperative Principle, Cooperation Among Cooperatives. NRECA Market Research Services can help co-ops achieve this principle by working to design a research program that brings multiple co-ops together in a collaborative environment. We have worked with a number of systems in the past 10 years to bring co-ops together to conduct joint research and user group meetings and to share results and best practices.

**6TH COOPERATIVE PRINCIPLE:
COOPERATION AMONG
COOPERATIVES**

Cooperatives serve their members most effectively and strengthen the cooperative government by working together through local, national, regional and international structures.

Shorter & More Frequent Surveys

Survey response rates are falling nationwide due to call screening, the use of cell phones, and members leading busy, often hectic lives. Respecting members' time is important. We have been successful at improving survey response rates by using a combination of shorter questionnaires and more frequent surveying. By decreasing the length of the survey, we have seen response rates increase by as much as 25%. In addition to providing better response rates, the use of shorter, more frequent surveys allows you to collect more information from a larger number of members for costs that are comparable to just one longer survey.

Assessment of Organizational Culture - **NEW!**

Strong organizational culture is a driver of a co-op's success. Studies show that a healthy culture leads to higher levels of safety, satisfaction, and overall organizational effectiveness. Organizational culture, driven from leadership practices, shapes the norms and beliefs that influence how employees approach their work and interact with each other. Recognizing and understanding how the current culture enables or hinders performance results is the first step to improve it.

NRECA's Market Research Services and the National Consulting Group provide a service to measure and assess the current state of the co-op's culture using a diagnostic survey tool that measures the strengths of agreement under six key factors. The results from this 30-question confidential online survey are analyzed assessing strengths and gaps by organization level and work environment. The overall results capture the current levels of perceived influences that shape the current culture and establish a baseline for continuous improvement.

What Your Peers Have to Say

We work hard to provide co-ops with actionable research results and we follow up with them to ensure we deliver on that promise:

“NRECA Market Research is a professional organization that understands the needs of a cooperative.”

“They understand co-op language and needs so it’s easy to determine research goals and content.”

“I’ve always been very happy with your service and product. You are easy to work with and make my job easier.”

“One reason we moved to NRECA Market Research is because they understand not only our business but the challenges we face.”

“I always recommend NRECA Market Research. Great product and service.”

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