

Touchstone Energy

ECM Update on Program and Value Enhancements



Touchstone Energy[®]
Cooperatives

Our North Star Guiding Our Value ...

Touchstone Energy[®] Cooperative helps you strengthen your relationship with your member-owners.

Who we are...

We are a national network of electric cooperatives across 46 states that provides research, communications resources, and employee training programs to help cooperatives better engage and serve their members. As a result, Touchstone Energy members are positioned to achieve superior member-owner satisfaction and engagement to strengthen the member cooperative, the community they serve, and the electric cooperative community at large. Through access to targeted programs and a unifying, national brand, Touchstone Energy cooperatives stand out as a trusted source of power and information to their 30 million member-owners every day.



Our Leadership...

Driving our nearly 700 members toward the North Star are:

- 14 volunteer Board of Directors.
- 21 volunteer Regional Members.
- 60 co-op employees on volunteer advisory committees.
- 17 National Staff Members.



Our benefits and services...

Touchstone Energy helps cooperatives develop a strong and engaged relationship with their member-owners by providing top-quality, professional resources that position our cooperatives as the **trusted** source for information. Touchstone Energy member benefits and services strengthen and promote the cooperative difference while reinforcing the value of local cooperative membership.

Through Touchstone Energy tools, resources and support, your cooperative builds:

- Connections with all members through professional research, marketing, design, branding and web services.
- Community through relationships with business members, key accounts and support of local development efforts.
- Commitment to providing the highest levels of Service Excellence through training and professional development.

The following pages outline the programs aligned with delivering each of these areas of value. Each program comes with direct staff support to ensure your team is equipped for success. We are here every day of the week, fully dedicated to supporting Touchstone Energy Cooperatives.

Understanding Member Needs & Interests



The *American Customer Satisfaction Index* (ACSI®) is the only national cross-industry measure of customer satisfaction in the United States. Touchstone Energy Members get up to 4 free scores each year as a part of their membership. Broadband services can also get ACSI scores. Top Five scores of Touchstone Energy Cooperatives are released quarterly.



For more than 20 years, Touchstone Energy has partnered with Cooperative Insights to produce the *National Survey on the Cooperative Difference*. This annual report offers insights into member insights about the 'Cooperative Difference,' as well as core performance attributes and emerging industry trends, providing co-ops with insights to help them better understand the evolving needs of their members.



Online Focus Groups

Touchstone Energy, in partnership with Cooperative Insights, conducts quarterly online focus groups on topics such as Natural Disaster Responses, EV Views, and Residential Solar among others. Co-ops can volunteer their member-owners to participate, giving them access to custom insights for their own service territory. All members get access to all research reports at no additional cost.



Touchstone Energy is a member of the Smart Energy Consumer Collaborative, which allows us to share some of their research with our member cooperatives. Research topics include customer insight on issues such as Electric Bills and Rate Plans, EVs, and Smart home Technologies. SECC reports are available to members at no cost.



This library of best practices from co-ops across the country enables you to get ideas on topics such as Annual Meetings, Member Engagement, Youth Programs and Cost savings initiatives. You can also share wins and achievements from your co-op and colleagues by adding them to the A&A library. This resource is only available to Touchstone Energy Members.

Connecting Through Creative Outreach



SHiNE is the rebrand and expansion of Co-op Web Builder and is the only content management system built exclusively for electric cooperatives. With SHiNE, co-ops can access the user-friendly CMS platform to build their own website, or work with our team of pros to build it for them. And the new platform comes with optional services to support content updates and maintenance as an extension of your team. SHiNE sites are all fully accessible, have A+ security and 24/7/365 monitoring. There are no hosting or other monthly fees.



Touchstone Energy Social supports your co-op's Facebook and Instagram profiles with targeted, engaging content that keeps your feed fresh and vibrant. You can opt-in to have content posted directly to your social feeds saving staff time. Co-ops review content calendars monthly and can access this service at no additional cost.



Touchstone Energy members can access branded prepaid credit cards to use for energy efficiency rebates, employee recognition, vendor appreciation, or capital credit returns. There is no cost for this program and co-ops that use the service get between 1-3% of their total disbursements back in an annual rebate that can be used to support your local community programs and scholarships.



Touchstone Energy members have access to a variety of mascots and Hot Air Balloons that are certain to liven up an Annual Meeting or other community event.

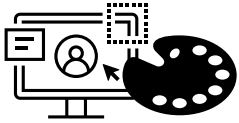
Leveraging Professional Content and Services



Advertising: Touchstone Energy places digital, addressable and connected TV advertising in every zip code served by a member cooperative. These professional and moving ads build on local efforts to promote the Cooperative Difference and are associated with higher member satisfaction rates. Member co-ops can also **locally brand** our ad resources with your co-op name and add your brand to select videos and scenes with custom voiceover. Ad formats include video, radio, print and social.



Creative Materials: In addition to the advertisements, Touchstone energy develops engaging and often light-hearted animations on issues important to your co-op – efficiency, safety, how heat pumps work, storm preparedness, etc. Also available for local tagging.



Professional Design Services: Members can access custom creative work such as logo design, re-brand and video editing at a rate much lower than you can access at a traditional marketing or design firm.



Expert content on energy efficiency, new technologies, and electrical safety. All members can embed select content on their website and social media. Co-op Web Builder users also have the option to request a news feed of select content that is posted directly to their website each quarter.



ANA: The Association of National Advertisers offers extensive education and training resources for marketers, including webinars, trends and research. Membership in ANA is free to all Touchstone Energy Co-ops.

Building Relationships with Business Members



Co-op Connections is a national and local discount program that co-ops can offer to their members. Savings on services in the areas of health & wellness, travel & entertainment and safety & security are available to all member owners and you can add local deals that spotlight your business members. There is no cost for member co-ops to deploy this service to their member-owners.

Key Accounts & Business Solutions

Touchstone Energy maintains relationships with hundreds of national energy managers to help educate them on the co-op difference and make connections with local co-ops. We also offer Key Account professional development for CKAE continuing education requirements.



The NEXT Conference is where co-ops and national businesses meet, showcasing innovation, perspectives on important industry issues and how businesses and co-ops are embracing the future. Members can register at a discounted rate and offer complimentary registration & lodging to their largest key accounts.

**COMING
SOON!!**

COMING in 2024: Community and Economic Development Playbook. This new hands-on toolkit will provide step-by-step guidance on how to create and grow a successful Community and Economic Development program for your cooperative. Detailed case studies highlighting successes by co-ops across the country are certain to give even co-ops with currently robust program new ideas.

Advancing Commitment to Service Excellence



Service Excellence training is designed to foster a culture of Service Excellence by motivating and equipping employees to increase member service, engagement and satisfaction. Member co-ops can invite trainers to work with groups of their staff for a set fee.



With thousands of educational videos, from Excel to communication skills, co-op employees can learn and develop their careers. Every member co-op receives at least 30 licenses for staff to use for professional development with their membership.

Touchstone Energy Cooperatives By the Numbers

9,337 Local businesses promoted on Co-op Connections

7000 Touchstone Energy LinkedIn Learning Licenses among Cooperative Employees

16,587 LinkedIn Learning hours in 2023

84.9 Average Touchstone Energy Member ACSI® Score

340 ACSI scores delivered in 2023

485 SHiNE Websites

265,042 Social Media users reached through Touchstone Energy Social

230,437,092 Impressions generated from National Advertising efforts

110 Facebook and Instagram Profiles on Touchstone Energy Social

121 co-ops use Branded Prepaid Credit Cards

53 4-Star Service Excellence co-ops

How We Measure Our Impact

Touchstone Energy places media in our co-op zip codes across the country.

National ad campaign delivered more than 230 million impressions in 2023.

	National
Digital Advertising	152,175,018
Connected TV (CTV)	6,303,923
Addressable TV	71,678,398
Search	279,753

Connected TV (CTV) includes ads on shows and movies on televisions with a built-in internet connection or streaming devices (like Apple TV, Amazon Firestick or Roku). Addressable TV targets specific households via household IP addresses. The households can be segmented by geographic, demographic, and behavioral characteristics.

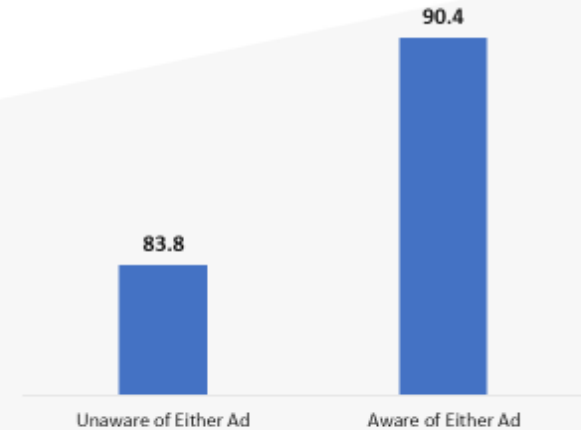
How We Measure Our Impact

Quarterly surveys on the impact of national advertising reveal that it drives up satisfaction levels.

Awareness of Ads & Association with Cooperative Correlates to Higher Satisfaction

Member-owners that are aware of the ads associated them with their local cooperative and gave their co-op **almost 8% higher** satisfaction scores.

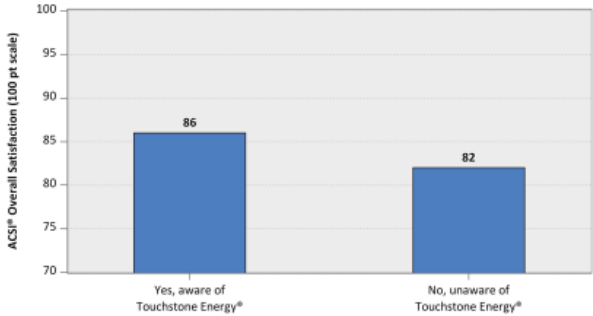
ACSI® Scores Comparison
(Q1 – Q4 2023)



How We Measure Our Impact

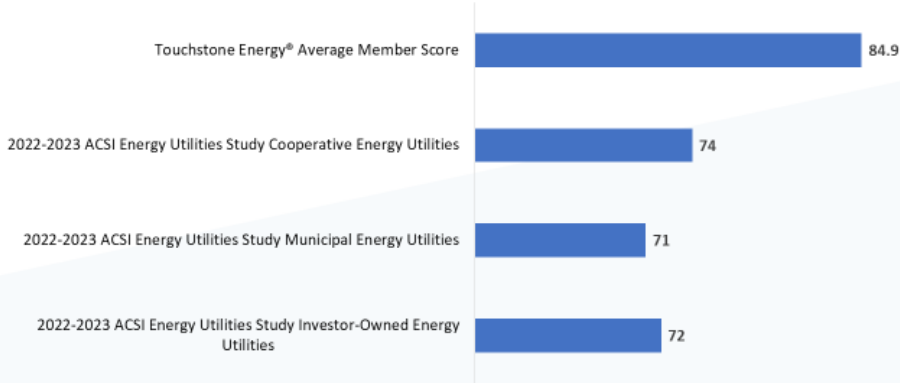
Annual and ongoing surveys indicate higher satisfaction scores for Touchstone Energy cooperative members and from member-owners aware of Touchstone Energy.

Member-Owners aware of Touchstone Energy Give their Co-op Higher Scores

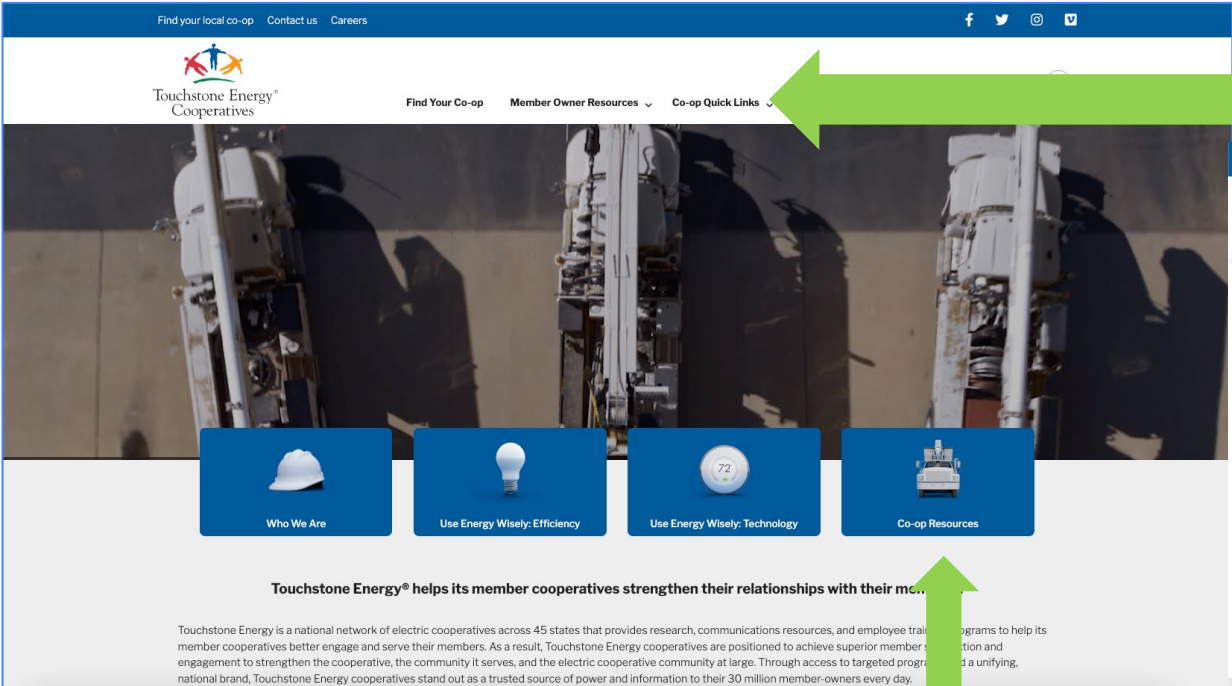


2022 National Survey on the Cooperative Difference

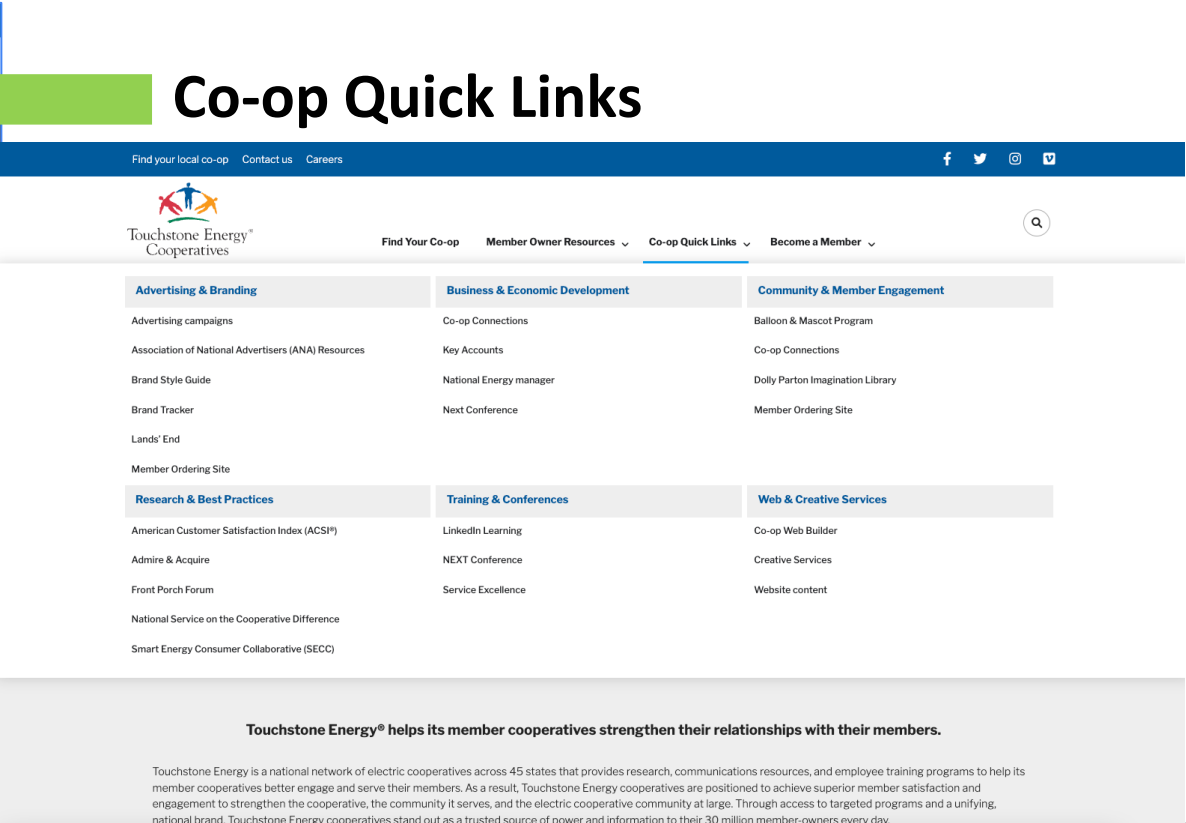
Touchstone Energy Members Have Higher Satisfaction Ratings than their Peers



Where You Can Learn More



Co-op Resources



Co-op Quick Links

TouchstoneEnergy.com: What you want is 1 or 2 clicks away!



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Please let us know if you have questions!

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