

# Member News

For Members of Carteret-Craven Electric Cooperative

Your Touchstone Energy® Cooperative 

## COOPERATIVE RECEIVES HIGH RANKING IN NATIONAL SURVEY

Outstanding customer service is Carteret-Craven EC's number one priority. In conjunction with our existing customer satisfaction tracking program and as a Touchstone Energy Cooperative, we participated in a more in depth study. This national study, the American Customer Satisfaction Index Survey (ACSI), was conducted in association with the University of Michigan Business School and the American Society for Quality. ACSI tracks trends in customer satisfaction and provides valuable insights regarding the consumer economy for companies, trade associations and government agencies. The ACSI produces indicators for the causes and consequences of customer satisfaction, and their relationships.

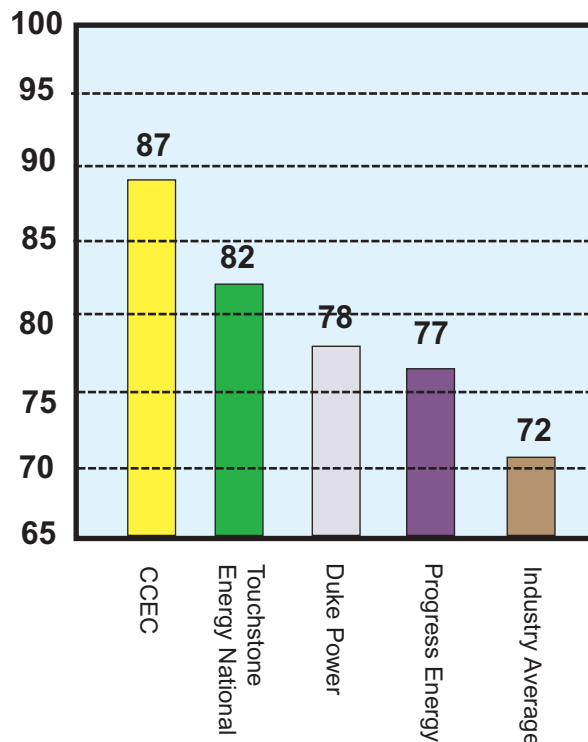
By gathering feedback from its members, Carteret Craven can identify customer needs and problems. This feedback will allow CCEC to offer better service solutions that will increase customer satisfaction levels regarding electric service. "The ACSI Survey provides us the guidance we need to refine our approach to customer service," explains Craig Conrad, Executive Vice President and General Manager. "The customer feedback provided by the ACSI survey allows us to evaluate our performance, as well as rank ourselves against industry giants like Federal Express, Duke Power, Southwest Airlines, and Sprint," he added.

The best news of all is that Carteret Craven Electric Cooperative ranked higher than all these companies in overall customer satisfaction with a commanding score of 87. "It is because of the hard work our employees and contractors do everyday that we can see this type of outstanding results," said Mr. Conrad. The next highest score came from Southern Companies, a brand name for

investor-owned utilities in the southeastern United States, with a score of 81. Another impressive CCEC rating was in reference to customer retention with a score of 83. This score implies that CCEC members would be much less likely to switch providers if given the chance than is true of other companies.

"This doesn't mean we can rest on these great results; we're constantly working towards offering greater value to our customers as we serve them each day. These results let us know we're working in the right direction," Mr. Conrad explained. On behalf of all Carteret-Craven employees, please accept our appreciation and thanks in helping us better serve you.

ACSI Overall Satisfaction Index





## *A Holiday Message From The Board of Directors*



*The Board of Directors of Carteret-Craven Electric Cooperative would like to offer you, the members and employees, this holiday greeting. As we light the decorations and symbols in our homes, we begin this joyous season called Christmas. Even though we look upon it as a beginning, on our calendar Christmas comes at the end of the year. And for Carteret-Craven Electric Cooperative, it has been a great year.*

*You made it a success by helping plan and by attending the largest Annual Meeting in recent memory. Our employees made it great by working tirelessly to provide the best service possible and the results of our customer satisfaction survey attest to that commitment.*

*Member donations to Operation RoundUp® provided valuable support for many individuals and organizations in Carteret and Craven counties, as well as provided scholarships to five outstanding young people. Other students benefited from funding provided through Carteret-Craven's*

*Bright Ideas program and the Rural Electric Youth Tour.*

*The Cooperative employees continued to show their steadfast commitment in raising more than \$14,000 for the American Cancer Society's Relay For Life and over \$2,000 for the March of Dimes. Employees also participated in Big Sweep and continue to volunteer as coaches, church leaders, and active participants in area civic groups.*

*Many times the spirit of Christmas is intangible and indescribable. It is something far deeper than mere gift-giving and all the spontaneous joy and gaiety that goes with the season. It expresses itself in the very spirit with which it draws people together. You and the employees of Carteret-Craven truly have that spirit.*

*How nice it would be if the festive lights and the spirit of fellowship could glow around the world, throughout the coming year. During this wonderful season, please accept our reverent and genuine wishes for the happiest of holidays and a joyous New Year.*





# SCHOLARSHIP OPPORTUNITIES AVAILABLE

Carteret Craven Electric Cooperative will once again be awarding college scholarships to area high school seniors. Five students, at least one from each local high school listed below, will be selected to receive a scholarship. The scholarships are for \$1,000 per year - renewable for up to four years.

Applicants must be a member of Carteret-Craven Electric Cooperative (parents' primary residence) and be accepted at a college, university or community college program. The student must be a high school senior in their current graduating class and not a close relative of a Carteret-Craven employee or director.\*

The selection criteria is based on 50% need, 25% extracurricular activities (clubs, sports, community projects, and church involvement), and 25% academic achievement (transcripts, SAT score, and grade point average.) Carteret-Craven will make a decision concerning the eligibility of each applicant.

Deadline for applications is Friday, February 28, 2003 and they must be

received by 5:00 p.m. at Carteret-Craven's main office on Highway 24. Applications may be mailed to Carteret-Craven Electric Cooperative, P.O. Box 1499, Morehead City, N.C. 28557 or hand delivered to the Highway 24 location.

To request a mailed application, please call our office at 252-247-3107 or 1-800-682-2217. Counselors at local area high schools; Croatan, East Carteret, Havelock and West Carteret have applications on hand, as well.

Winners will be honored at Carteret-Craven Electric Cooperative's Annual Meeting on Thursday, May 1, 2003. Funds for these scholarships are provided by member donations to Operation RoundUp® and administered by the Carteret-Craven Electric Foundation.

*\*(Close relative includes a spouse, child, grandchild, great-grandchild, brother, sister, aunt, uncle, niece or nephew, by blood or adoption, or an in-law of the employee or director.)*

## CARTERET-CRAVEN ELECTRIC COOPERATIVE

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