

NEWS RELEASE

For Immediate Release

Sumter Electric Cooperative, Inc.

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SECO Members Give Their Co-op Top Marks

Sumterville, FL – SECO members recently got to voice their opinions on their Co-op's performance during 2011. A comprehensive customer satisfaction telephone survey was conducted in late November and December and the results have now been tabulated. The bottom line is that the members gave the SECO a great report card.

The survey, conducted annually on behalf of SECO by the National Rural Electric Cooperative Association, lets SECO officials know what is on their member/consumers' minds and how well they think their utility is being run.

Barry Bowman, SECO Director of Corporate Communications, said, "A statistically valid sample of members in Marion, Lake, Citrus and Sumter counties were surveyed. Overall, members continue to think very highly of their cooperative with a mean overall satisfaction rating of 8.87 on a 10-point scale with seven in ten members giving ratings of 9 or 10."

Bowman noted that the co-op scored very well on having courteous and friendly employees, having accurate and understandable bills, supporting the local community, being environmentally sensitive, minimizing longer outages and restoring power quickly after an outage, keeping members informed, and delivering good value for the money to name a few of the categories.

The survey also contained a series of standardized questions that enable SECO to be compared to other utilities who seek to rate themselves on the nationally recognized American Customer Satisfaction Index (ACSI).

SECO CEO Jim Duncan said, "On this particular index a score like SECO's ACSI score of 85 is considered to be very high. Our index ranking for 2011 represents one of the highest in the industry and ranked higher than the average for the nation's Touchstone Energy co-ops, the ranked investor-owned electric utilities in Florida, and was 10 points above the electric industry average of 75.

"We appreciate the input of our members. Their thoughts help us stay on top of what is important to them. Their responses this year to our survey validate what J.D. Power and Associates found recently in that respected company's own nationwide survey of customer satisfaction with electric utilities. Their survey ranked SECO as the highest in customer satisfaction of all the utilities in Florida both large and small. So, thank you members. We will continue to keep the focus on providing our members with best customer service possible," Duncan concluded.

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