

## Recent survey shows WFEC scores high on customer satisfaction

### WFEC gets a report card

**W**est Florida Electric Cooperative recently received a “report card” from its consumers, or member-owners. Every two years, an independent marketing and opinion research firm surveys a random sample of WFEC members to keep the Co-op in touch with its customers’ likes and dislikes. The research results also help WFEC tailor its services and methods of communication to meet members’ needs.

According to the latest study, completed in November 1999, overall customer satisfaction with the quality of WFEC’s service has increased over a two-year period. Customer satisfaction rates high among 84.5 percent of the survey participants — up from 81.5 percent in 1997.

Assessing WFEC’s business practices, 97 percent of the respondents consider the Co-op to be accountable to its customers. WFEC also incorporates integrity in its operations, 96.5 percent say, and the Co-op demonstrates community involvement, 85.5 percent say. WFEC’s practices exhibit innovation, as well, according to 92.5 percent of the members surveyed.

A majority of the survey respondents are long-time WFEC members. Exactly half say they’ve been served by the Co-op 20 years or longer.



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