



**Contact:**  
Lindsay Scherer  
**Phone:** (763) 477-3111  
**Fax:** (763) 477-3054  
**Email:** lscherer@whe.org

## News Release

---

### WRIGHT-HENNEPIN SCORES HIGH ON CUSTOMER SATISFACTION INDEX

**Rockford, Minn. (June 12, 2012)** — Wright-Hennepin Cooperative Electric Association (WH) received an American Customer Satisfaction Index (ACSI) score of 91 for the first quarter of 2012. Comparatively, the average score for U.S. investor-owned electric and gas utilities in 2011 was 74, and the all-industry average was 75.9.

The ACSI is an index that measures how satisfied consumers are with the quality of products and services available to them. This index was developed and is conducted by the University of Michigan's Ross School of Business and is derived through the use of customer surveys. The purpose of the ACSI is to measure performance through customers' perspectives, and to learn from the study's results to help improve customer service.

"As a customer-owned business, providing superior service to our members is a high priority for WH," said WH President and CEO Mark Vogt. "We are gratified that our members have ranked us so favorably, but we strive for continuous improvement in all we do, and our goal is to move this score even higher."

WH's score of 91 is one of the highest achieved by any electric utility in the nation during the first quarter of 2012.

WH is a member-owned non-profit electric utility that provides electric power to Wright County and the western part of Hennepin County. The cooperative has been a corporate citizen in this area since 1937 and currently serves more than 46,000 electric accounts. The utility started its security division in 1989 that provides local home security solutions as well as monitors alarm systems for more than 50,000 customers in 32 states and three Canadian provinces.

-end-