

Home Services

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QUARTERLY



LETTER FROM JEFF BARNES

Having just returned from Chartwell's EMACs show a few weeks ago, we are excited about the significant interest our customer loyalty programs generated. So many utilities have recognized how the current economic environment is impacting their businesses – and the value a highly satisfied customer base provides.

Clearly, in the current downturn, it's more important than ever to help our clients *increase the value of their customer relationships* – since we've all seen the strong link between customer satisfaction and increased investor rate of return. This conclusion is based on many of the research studies heard at EMACs and reinforced by our own customer satisfaction assessment.

In this issue, we'll share with you our key research findings that help can improve your own customer satisfaction – while driving incremental revenue.

In other news, we are pleased to announce the appointment of Justin Marron as our new Director of Business Development. Justin brings to CCHS years of experience working with top utilities to help them discover and implement programs that meet their specific objectives. We are confident that he will do the same for many of you.

Regards,

Jeff Barnes, Vice President, Utility and Affinity Group

Programs that Help Increase Utility Customer Satisfaction – and Investor Rate of Return

We all recently heard about a leading industry research study showed a strong relationship between higher customer satisfaction and a utility's rate of return – utilities with happy customers end up generating more profits. In addition, many other surveys and Cross Country Home Services' own

research have proven that utility customers who purchase ancillary products have higher satisfaction rates than those who do not make such purchases. Over time, higher levels of customer satisfaction translate into increased returns.

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This, of course, is no secret to many of the most successful utilities. We've all heard the stories at conferences from utility speakers touting the incredible increases in customer satisfaction from their programs.

In fact, Cross Country's own customer satisfaction study, completed in September 2008, underscored the relationship between offering LineProtectSM and a number of highly desirable outcomes. Approximately 96% of customers reported that the CCHS offering enhanced their positive perception of their utility, while 96% also viewed LineProtect as a good value for the low monthly fee.

Customers also gave CCHS high marks in customer satisfaction, in terms of both the ease of the

enrollment process, and the company's ability to consistently provide friendly and professional telephone service.

With such a clear opportunity to increase your customer satisfaction and drive revenue, perhaps now is the time to consider launching a loyalty or energy efficiency program. With nearly 30 years of unmatched operational excellence, we can ensure that every client's program runs smoothly and delivers results – from Green Network SolutionsSM and LineProtect, to our home maintenance plans.

So call us today at 1-866-603-8585 and set up an appointment to see for yourself how CCHS can design and implement a loyalty program that drives your business.

Cross Country Home Services' LineProtectSM Plans Create Immediate Satisfaction Increases

- 96%** say "...the fact that [my utility] offers LineProtect to their customers **makes me feel better about them...**"
- 96%** say "...LineProtect is a **good value** for the low monthly fee..."
- 95%** say "...I would like to see [my utility] offer **additional products and services to help homeowners...**"
- 95%** say "...the telephone representative that helped me enroll in the program was **friendly and professional...**"
- 97%** say "...the process of enrolling in the program was **easy and customer friendly...**"

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