



ENERGY SERVICES PROGRAM

I. OBJECTIVE

To provide the methods whereby effective marketing and customer service programs will be developed and implemented at Jefferson Energy.

II. POLICY

The Energy Services Department of Jefferson Energy will develop and implement programs that increase kilowatt-hour sales, market share, and customer satisfaction. It shall also be the responsibility of Energy Services to create new avenues of revenue while providing value-added services to the cooperative membership.

Organization and development of programs will consist of, but will not be limited to:

- A. Providing information for the member newsletter which deals with pertinent energy issues.
- B. Providing assistance to customers with identification and resolution of concerns in the use of electric technologies.
- C. Insuring support and cooperation of contractors, developers, realtors and employees in promoting and accomplishing the marketing objectives of Jefferson Energy.
- D. Serving as the media contact for Jefferson Energy.
- E. Marketing our products to the members in such a way as to provide for the efficient use of electricity.
- F. Serving as the focal point for Economic Development. This will include being involved with local chambers of commerce, development authorities, civic organizations and existing industries served by Jefferson Energy.



- G. Staying abreast of the latest materials and news involving the utility industry.
- H. Attending conferences, seminars, and workshops to keep department personnel well-informed and well-trained in all aspects of Jefferson Energy's business.

III. RESPONSIBILITY

- A. President & CEO
- B. VP of Energy Services