Purpose of the Customer: We Want Your Opinion!

MLGW has launched Voice of the Customer, a new real-time, phone survey system to capture customer feedback immediately following the interaction between our customers and our Service Advisors. Customers selected randomly will be offered the opportunity to complete a survey, or customers can request to complete a survey. The surveys are designed to measure professionalism, listening skills, knowledge and the efficiency and effectiveness of our Service Advisors, as well as customer satisfaction and perception. MLGW wants to define exactly what comprises a satisfying experience from the customer's perspective, with a focus primarily on the agent's behavior in shaping the customer experience.

Community Calendar

Nov. 1 – Germantown Senior Expo, 9 a.m. – 3 p.m., Germantown Athletic Club, 1801 Exeter Road
Nov. 9 – MLGW Business of Service Conference, 8:30 a.m. – 2:30 p.m., 4949 Raleigh-LaGrange Road
Nov. 10 – AARP’s Health & Wellness Community Day, 10 a.m. – 2 p.m., Greater Memphis Pentecostal Assembly, 8941 E. Shelby Drive
Nov. 15 – 16 – Memphis Area Geographic Information Council (MAGIC) Conference, Bridges Center, 477 North 5th Street
Dec. 1 – Home for the Holidays, hours and place TBA

Voice of the Customer

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Business of Service Conference

Free Health Screenings and Flu Shots Offered at Conference

The annual MLGW Business of Service Conference is scheduled for Fri., Nov. 9, 2012 from 8:30 a.m. - 2:30 p.m. This year’s theme is Safe and Healthy Communities and Dr. Pamela Roshell, Regional Director, U.S. Department of Health and Human Services, will be present to discuss the Patient Protection and Affordable Care Act (PPACA), which calls for significant changes in the U.S. healthcare system. The conference will be held at the MLGW Joyce M. Blackmon Training Center, 4949 Raleigh-LaGrange at Covington Pike. Attendees will have the opportunity to take advantage of health screenings and free flu shots courtesy of Walgreens, and the Kidney Foundation will be screening for kidney disease. In addition to the screenings, this year’s conference includes workshops on topics such as the Patient Protection and Affordable Care Act, CPR for Family and Friends, Care for Kids, Extra Help with Medicare, Natural Gas - Safe and Affordable, and Accessing Healthy Food in Underserved Areas.

The conference is an annual event hosted by MLGW for faith-based and non-profit organizations aimed at providing this key stakeholder group the opportunity to network, acquire new skills and get updates on MLGW activities. Registration is $5 and includes workshop materials, continental breakfast and buffet lunch. For more information, call MLGW Community Relations at 528-4820 or www.mlgw.com/serviceleaders.

MLGW’s Winter Moratorium for Senior Customers

MLGW offers the winter moratorium program to ensure that qualifying physically challenged and elderly customers (60 years or older) get the warmth they need in the winter. From Dec. 1 to Feb., MLGW will not disconnect service to customers who have enrolled in the program, though enrollees should still keep their accounts current. For eligibility guidelines and enrollment, customers can call 544-MLGW (6549), visit an MLGW community office, or go to mlgw.com/wintermoratorium. Nov. 15 is the application deadline, and customers cannot have an outstanding balance on Nov. 30.

Project MAX is Now Project CARE

Project MAX, an award-winning MLGW volunteer program that started almost 30 years ago, is undergoing a name change and significant improvements. Announced at a recent Board of Commissioners meeting, Project MAX is now Project CARE Customer Assistance Program.

The new program, Project CARE, reflects a greater commitment to energy efficiency, conservation, and education by the Division, its employees and community organizations. As a result of the program expansion, MLGW employees and volunteers will be able to assist more customers in lowering their energy consumption. To help fund the program, TVA is donating $50,000 over five years; ServiceMaster Clean has donated $60,000 in-kind contributions; and an anonymous donor has pledged $20,000.

Customers participating in Project CARE will receive up to $500 in energy-efficient repairs that include replacing broken window panes, installing attic insulation and replacing old water heaters. Similar to Plus-1, MLGW’s utility assistance program, donations go directly to MIFA and are tax-deductible.

The first official fundraising campaign for Project CARE kicks off Saturday, November 17 with the first annual Race to CARE 5K run/walk at Shelby Farms. For more information, contact Frank Fletcher, MLGW Customer Relations, at wfletcher1@mlgw.org.
Solar-Powered Charging Station Opens at Shelby Farms

After eight months of construction, the solar-powered charging station at Shelby Farms Park, with spaces for 10 electric vehicles, formally opened in Memphis.

Being a new technology, the actual use of the new station will probably have a slow start. However, it represents an important step toward environmental sustainability. Motorists will be able to use the Smart Modal Area Recharge Terminal (SMART) station for free.

Experts consider that there are three main advantages that electric vehicles have over cars and trucks powered by gasoline.

1. **Reduced Fuel Costs:** As the price of gasoline continues to rise, the cost savings associated with electric vehicles become more significant.
2. **Lower Emissions:** Electric vehicles produce no tailpipe emissions, which helps reduce air pollution and carbon dioxide levels.
3. **Quiet Operation:** Electric vehicles are often much quieter than their gasoline-powered counterparts, providing a more pleasant driving experience.

The charging station is the very first solar-powered charging facility in West Tennessee, with a cost of about $500,000. In addition to charging electric cars, the new station will generate clean power for the electrical grid.

Charging station partners include Shelby Park Conservancy, Shelby County’s Office of Sustainability, MLGW, Tennessee Valley Authority (TVA), Electric Power Research Institute (EPRI), and several local electric vehicle dealerships.

MLGW Employee Rescues Elderly Customer

An MLGW meter reader, Rodney Thompson, probably saved a 78 years old elderly woman’s life recently. She fell in her back yard and broke her hip. Rodney found her lying in the back yard when he was reading her meter. She had been there since 8 a.m., and he came to read her meters at approximately noon that day. She had been there the whole time unable to move.

Rodney contacted MLGW Control who then dispatched an ambulance, and also contacted the customer’s daughter. He stayed there until the ambulance and her daughter arrived.

Get Started on Winter Weatherization

There are plenty of things you can do in the winter to try to save a little on your utility bill. But the best savings come from efforts you make before cold weather gets here. Here are some easy weatherization ideas:

- **Put more insulation in your attic (R38-rated and above) or under floors (R13+).**
- **Install a new energy-efficient furnace or water heater with Energy Star® endorsement.**
- **Have vinyl siding installed on your home’s exterior with insulation between the new and old siding.**
- **Find and caulk cracks around outside doors and windows.**
- **Weatherstrip around doors.**