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March 2010



Where to Go for the Information You Need!

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Thank you for Participating in CRC's 2009 Member Satisfaction Survey!

- a message from Michelle LaVelle, Director, Service Excellence

Thank you for participating in CRC's 2009 annual membership satisfaction survey! CRC scored a 3.93 overall score on a scale of 1-5, exceeding its corporate rating goal of 3.87 and placing CRC's services in the 'very good' scoring category. After the results were tabulated, CRC's leadership team met to review the trends from the annual survey and determined the following items will be worked on per your feedback.



We received comments from many of you asking for CRC to answer more outage calls live with customer service representatives (CSRs). As a result, CRC is making enhancements to its call flow process that we believe will better position CRC to answer more of your outage calls live with CSRs. Many of you participated in CRC's beta call flow program and we appreciate your efforts and feedback throughout the process. CRC feels that the call flow enhancements will help CRC to not only meet, but exceed your expectations with its live call answering capabilities.

CRC is also working on better two-way integration with CRCLink® as well as improving the reporting features of the software. We intend on having ad-hoc reporting available for you on the members-only site, providing the online tools to design custom reports with data obtained from CRCLink. This will allow you to manipulate the data to meet your needs and export the information into Excel. CRC will develop a tutorial to help guide you through the report process. We anticipate the completion of this project to be the fall of 2010.

We also received feedback on the "ease of use" of CRCLink. CRCLink is a wonderful outage management tool and CRC wants to ensure you and your organization can use it to its fullest potential. Accordingly, CRC will be offering free CRCLink web trainings. If interested, please contact CRC's Service Excellence Department (serviceexcellence@crc.coop). CRC is also setting up CRCLink training sessions in several states, focused to be at either an industry conference or statewide meetings. CRCLink training sessions will be held at the Statewide Association in



ASSOCIATE MEMBER

*Associate membership in NRECA does not signify an endorsement of products or services.

Interested in Expanding Your Services at CRC?

To learn more about expanding your services, visit us at www.crc.coop or contact us at info@crc.coop or call **800.892.1578**

Please email info@crc.coop if you would like additional contacts in your office to receive the [crc.coop](http://www.crc.coop) news electronically.

Indianapolis, Indiana, on Monday, April 12, and at the Statewide Association in Columbus, Ohio, on Tuesday, April 20. Additional training sessions will be available throughout the year in different areas of the country. Stay tuned for more details!

Again, CRC appreciates the valuable feedback its membership provided on the 2009 annual membership satisfaction survey and looks forward to our continued partnerships in 2010! If you have any questions or suggestions, please contact me.

Michelle LaVelle, Director, Service Excellence
423-949-8704
michellelavelle@crc.coop



St. Patrick's Day
March 17, 2010

CRC Performance Metrics

Contact Center's performance statistics for the year-to-date through **February 28, 2010**:

Contact Center

Calls Completed: 384,696
Calls Completed LIVE: 86%
ATD: 2.13 minutes
ASA: 37 seconds

Central Station's performance statistics for the year-to-date through **February 28, 2010** :

Central Station

Alarms Taken:
Medical: 11,533



Register Now to Be Entered to Win a GPS!

CRC's Users Conference will be here before you know it! The 2010 CRC Users Conference will take place at Treasure Island Resort & Casino in Welch, Minnesota, on May 3 - 5. Those registrants who sign up for the conference prior to March 31 will be entered in a drawing to win a Tom Tom One S GPS unit. The winner of the GPS unit will be drawn on April 1 and will be notified via telephone.

There is much to be gained for you and your organization by attending CRC's 2010 Users Conference. At this year's users conference,

- get the latest-and-greatest on CRC's contact center, including updates on improvements, initiatives, and more;
- learn more about CRC's technology and CRCLink, improvements, updates, enhancements, and integration;
- get the latest training on central station web access and Linear products;
- tour CRC's headquarters in Austin, Minnesota; and
- meet Dean Lindsay, CRC's keynote speaker, who will address attendees on this year's conference theme: Customer Service - Exceeding Expectations.

For those of you who would like to attend the users conference but are concerned about the travel expenses associated with attending, the knowledge you'll gain from the sessions provided is invaluable. The following link offers you some talking points of how attending CRC's users conference can benefit you and your organization: [ROI on attending CRC's users conference.](#)

Security: 5,700

Average Time to View:

Medical: 4 seconds

Security: 11 seconds

To register or for more information about CRC's users conference, please visit www.crc.coop.

Visiting CRC!

If your organization would like to visit CRC, please call Mark Colton, National Account Manager, at 507.437.2131 or by email: info@crc.coop.

Northern Office/Austin Center:



Southern Office/Dunlap Center:



**CRC Board of Directors
Election Approaching:
Submit Your 2010 Voting
Delegate Registration Form
Soon!**

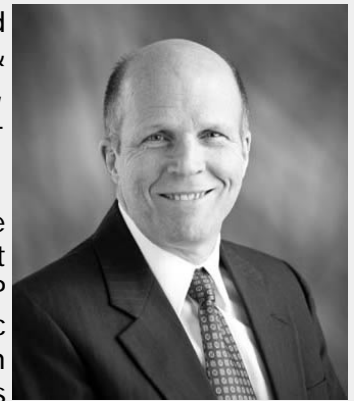
CRC's 2010 Voting Delegate Registration Form was sent to the president, CEO, or general manager of each CRC member organization in early February 2010. This form is necessary to be eligible to vote in CRC's upcoming Board of Directors election. If you haven't already done so, please complete the delegate registration form and return it to Julie Schramek, Executive Assistant, at 507-437-2099 (fax) or mail to the following

Cooperative Light & Power Association's Steven Wattnem Appointed to CRC's Board of Directors

CRC is pleased to announce the recent appointment of a new district 1 director to its nine-member Board of Directors.

Late 2009, CRC's Board of Directors appointed Steven Wattnem, CEO of Cooperative Light & Power Association (CLP) in Two Harbors, Minnesota, as a district 1 director to its nine-member Board.

Wattnem, who has a Bachelor of Science degree from St. Cloud State University, has worked at CLP as its general manager/CEO since 1984. CLP is an electric cooperative providing retail electric and other services to nearly 6,000 members in northeastern Minnesota. Wattnem also serves as the chairman of both the Lake View Memorial Hospital Foundation and the North Shore Business Enterprise Center.



"CLP is a charter member of CRC," Wattnem says. "I'm excited to be on CRC's Board of Directors and learn more about how the company operates." "CLP has had many business opportunities in the technology area, and therefore CRC's tagline of 'Focusing on the Human Side of Technology' has real meaning to me," Wattnem added.

Wattnem was appointed to fill the Board seat of recently retired Board member Dale Hendrickson, former general manager of Todd-Wadena Electric Cooperative in Wadena, Minnesota. Hendrickson held a seat on CRC's Board of Directors since 2001, serving as its secretary since 2008. CRC would like to thank Hendrickson for his dedicated service to CRC during the past eight years. David Oelkers, General Manager of Riverland Energy Cooperative of Arcadia, Wisconsin, was recently elected as secretary of CRC's Board of Directors, the role previously held by Hendrickson.

**CRC Employee of the Year:
Laura Beavers, Service Excellence
Coordinator**

address:

*Cooperative Response Center, Inc.
Attn: Julie Schramek
2000 8th St. NW
Austin, MN 55912*

A letter seeking nominations to CRC's Board of Directors will be mailed to the president, CEO, or general manager of each CRC member organization on Monday, April 5, 2010. Four CRC Board of Director seats will be up for election this May.

CRC's Annual Membership Meeting will take place on Monday, June 7, in Philadelphia, Pennsylvania, in conjunction with the CFC Forum. Hope to see you there!

If you have any questions about the delegate form, CRC's Board of Directors election, or its annual membership meeting, contact Julie Schramek at 507-437-2304 or julieschramek@crc.coop.

Updates from CRC's Service Excellence Department

Quarterly Surveys

CRC's Service Excellence Department would like to thank the membership that participated in its quarterly survey calls. Your feedback is invaluable to CRC and the quality of service it provides.

CRCLink Training Manual

CRC just completed updating its CRCLink Software Manual

In January 2010, CRC named Laura Beavers, Service Excellence Coordinator, as CRC's 2009 Employee of the Year.

Laura, who has worked at CRC's Dunlap center for nine years, was selected as the September 2009 Employee of the Month for her dedicated service to CRC's membership. Throughout the year, Laura consistently demonstrated her dedication to CRC, its values, mission statement, membership, and employees.



Congratulations and thank you to Laura for all she does at CRC!

January 2010 Employee of the Month: Bruce Cather, Contact Center Supervisor



Bruce Cather, Contact Center Supervisor, was selected as the January 2010 Employee of the Month.

Bruce, who has worked for CRC for nearly three years, was selected as the January 2010 Employee of the Month for his contributions to CRC's member driven, service excellence, employee focused, communication, and teamwork organizational values. In January, Bruce received nominations for his dedicated assistance with call handling during high call volume events, his help with an emergency mayday call, and his assistance to a co-worker with an eWorkforce Management software questions. Congratulations Bruce!

CRC at TechAdvantage Expo 2010 - Thank You for Visiting!

Thank you to those of you that visited CRC at the TechAdvantage 2010 Expo in Atlanta, Georgia, February 12 - 15. CRC enjoyed meeting with the many attendees and other vendors at the expo!

and PDF copies are now available! If your office would like an electronic (PDF) copy by chapter(s) or the entire manual, contact your Service Excellence Coordinator. Also, if your office needs additional on-site/web training, please contact a Service Excellence Coordinator for training options.

Amy Ramsey

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Laura Beavers

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Todd Pense, CRC's President and CEO, meets with tradeshow attendees at the NRECA TechAdvantage Expo in Atlanta, Georgia, the weekend of February 12.

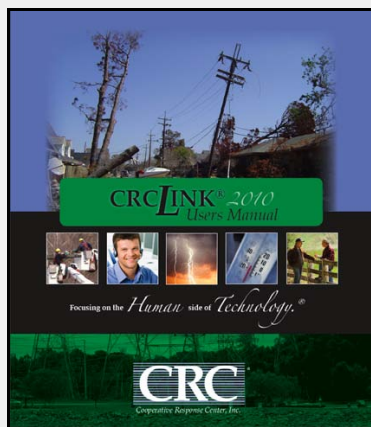
Congratulations to the following expo attendees who were each winners of a Tom Tom One S GPS unit given away in prize drawings by CRC:

- Bill Conine, Petit Jean Electric Cooperative (Clinton, Arkansas)
- Mike Johnson, Clinton County Electric Cooperative (Breese, Illinois)
- Troy Freeburg, High West Energy (Pine Bluffs, Wyoming)

Upcoming CRC Events

CRC looks forward to visiting with you and/or your colleagues at the following industry conferences:

- NWPPA Engineering & Operations Conference and Tradeshow (Tacoma, Washington) - *March 29 - April 2*
- REMA CEOs/Board Chairs Meeting (St. Cloud, Minnesota) - *April 7*
- TVPPA Annual Conference (Savannah, Georgia) - *May 17 - 19*
- CFC Forum (Philadelphia, Pennsylvania) - *June 7 - 9*
- Milsoft Users Conference (Nashville, Tennessee) - *June 8 - 10*



Welcome New Members and Associate Members

First Day of Spring

Carroll Electric Cooperative, Inc. located in Carrollton, Ohio, joined CRC in December 2009 as a member subscribing to CRC's contact center and CRCLINK software services.

March 20

Northeast Nebraska Public Power District located in Wayne, Nebraska, joined CRC in January 2010 as a member subscribing to CRC's contact center services and CRCLINK software services.

Ives Hill Retirement Community located in Watertown, New York, joined CRC in December 2009 as an associate member subscribing to CRC's central station services.



Vision Statement

CRC will consistently exceed member and employee expectations by being one of the highest quality and best-value contact centers, central stations, and employers in the energy and alarm dealer industries.

Mission Statement

CRC is a leading, values-based, employee-focused contact center and central station that enhances the services of its members throughout the U.S. by Focusing on the Human Side of Technology®.

Organizational Values

- Member-Driven
- Service Excellence
- Fiscal Responsibility
- Employee-Focused
- Communication
- Teamwork
- Innovation
- Continuous Improvement
- Community Involvement

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