

BRIGHT IDEAS

A monthly newsletter for BELD customers, March 2007

BELD

Braintree Electric
Light Department
and
BELD Broadband

Many hands make lights work—thank you for your vote of confidence in BELD and its employees

We appreciate your positive feedback in the CRPP 2006 Customer Satisfaction Study

Please excuse us while we crow a little about the just-published results of the 2006 *Customer Satisfaction Study* conducted by the Center for Research and Public Policy (CRPP), a full-service market research and public policy consulting firm not affiliated with BELD.

CRPP completed 400 telephone interviews with Braintree Electric Light Department customers. The goal was to independently and objectively collect customer views on service and to measure awareness on a number of key issues.

Here are just a few of the highlights of this comprehensive survey...

✓When Braintree residents were asked to compare BELD's performance with that of other companies providing services to the town (phone, water & sewer, gas, etc.), BELD was rated first in overall satisfaction by a wide margin—94.5%.

✓BELD enjoyed its highest positive rating as a company in the area of "reliable service," with a rating of 92.8%.

And on the subject of Bright Ideas readership, we're pretty sure we set some kind of record!

When asked, the majority of all respondents (86.3%) recalled receiving our Bright Ideas newsletter with their light bills. Of those, 93.9% reported reading all or at least some of the newsletter. When those respondents were asked whether Bright Ideas was "informative," 99.1% gave a "very good" or "good" rating.

✓Respondents who reported a contact with BELD in the past provided an overall positive rating of 94.5% for the customer service employee who handled their call or visit.

✓Respondents also reported high levels of satisfaction for the performance of BELD field representatives, with an overall positive rating of 95.1%.

✓The clear majority of respondents, 96.0%, have either "a great level of confidence" or "a moderate level of confidence" that BELD is doing all it can to avoid blackouts and power outages.

✓The clear majority of respondents, 94.3%, report that it is either "very important" or "somewhat important" that their electric company is locally owned and operated.

Thank you for taking the time to participate in this triannual study—your feedback is important to us. We're proud of our service record, and we're proud of our employees who work hard to provide that superior service. As for our loyal customers, we're glad you noticed!

We're here to help!

Got a problem with BELD Cable Television Service? Internet? Digital Phone? Give us a call—we're here to help YOU, our valued customers!

BELD Broadband's Customer Service and Help Desk departments are ready to assist you with all your telecommunications needs. Our staff has the knowledge and expertise to answer your questions and resolve your technical issues—and we're located right down the street!

Customer Service hours are 7:30 a.m. to 4:30 p.m. Monday through Friday, and 7:30 a.m. to 7 p.m. on Thursdays. Help Desk hours are 8 a.m. to 10 p.m. Monday through Friday, and 8 a.m. to 8 p.m. Saturday and Sunday.

Remember, we won't know you need our assistance if you don't tell us, so call BELD at 781.348.BELD (2353) if you have a question or a problem—WE'RE HERE TO HELP YOU!

Get a free month of HBO and Cinemax!

Sign up for HBO and/or Cinemax during the month of March and get a free month—plus free installation. Watch the final season of the critically acclaimed HBO original *The Sopranos*, the new season of *Entourage*, and *Rome*.

You'll also get access to seven HBO channels, eight Cinemax channels, and HBO and Cinemax On Demand—at no extra charge! Catch up on past episodes of *The Sopranos* before the new season, and get behind-the-scenes access to your favorite shows. To take advantage of this limited-time offer, please call customer service at 781.348.BELD (2353) by March 31.

BONUS! BELD Digital customers can enjoy a FREE preview of HBO and HBO On Demand April 6-11! The preview may contain PG-, PG-13-, TV-14-, TVMA- and R-rated programs. If you don't wish to watch the preview, please call Customer Service.

Offer expires 3/31/07, thereafter monthly service fees apply. HBO and Digital Cable required for HBO on Demand. Cinemax and Digital cable required for Cinemax On Demand. A converter box is required. Monthly cable TV and equipment fees are additional. Some channels only available with the purchase of additional services. Service not available in all areas. Other restrictions may apply.

COMMUNITY BULLETIN BOARD

Town Census forms due

Town Clerk Donna Fabiano reminds residents that **failure to respond to the Annual Town Census that was mailed to all residents in January may result in removal from the active voting list.** If you have not already done so, please fill out the census form, making any necessary changes, sign the form, and return it as soon as possible.

AARP meeting April 17

Braintree AARP Chapter #4042 will hold its next meeting **Tuesday, April 17.** The meeting will begin at 1:30 p.m. at the D.A.V. Hall, 788 Liberty Street, Braintree. Guest speaker Shawn Carey will present a multimedia visual experience on "Birds and Birding," including photos and video of a variety of North American birds in their natural habitat. For more information, call Frank Bocchino at 781.848.4293.

Friends of the Braintree Council on Aging sponsor A Senior Prom

Make your reservations now for A Senior Prom, planned by the Friends of the Braintree Council on Aging, to take place at noon, **Sunday, April 22,** at the Viking Club, Braintree. Cocktail attire. There will be dinner and dancing to live music by The Swingin' Seniors. Call 781.848.5849 for reservations (required), and consider reserving a full table (for ten). **Reservations and payments—tickets are \$25—are due by April 2.** Checks should be made payable to *Friends of the BCOA* and mailed to: Jerry Twohig, 14 Moreland Ave., Braintree, MA 02184.

Old Colony Hospice Memorial Walk

The 9th Memorial Stepping Out for Hospice Walk takes place on **Sunday, April 22,** rain or shine. More than 1,200 participants will walk a 2-mile or 4-mile route on the beautiful Stonehill College campus in Easton, MA. Registration

begins at 11 a.m. at the Martin Institute, and the walk takes place at noon. Help us raise \$130,000 to support our quality programs and services for the patients and families in our care. We'll have meatball subs, hot dogs, chowder, snacks and more, a DJ, kids' activities—something for everyone to enjoy.

Register on-line at www.firstgiving.com/och or visit www.oldcolonyhospice.org for more information. Contact Linda Werman at 781.341.4145 or lwerman@oldcolonyhospice.com.

Spring Social fundraiser

Court St. Francis of Assisi of the Catholic Daughters of the Americas will hold a fundraiser in the church hall, 856 Washington St., Braintree on **Sunday, April 22,** 2:30 p.m. Enjoy the a capella voices of 25 Liberty Belles (Chapter of Sweet Adelines) and refreshments, homemade desserts, and a large raffle. Donation is \$12 per person. For tickets, call Margaret (781.843.5917), Mamie (781.849.2032), or Mary (781.848.6484).

Recycling products containing mercury

It is illegal to put thermometers, thermostats, blood pressure cups, or other personal items containing mercury in the trash—but the Recycling Committee, with the assistance of the Braintree Health Department, is making it easy to recycle these items. Residents and businesses can drop them off at the Health Department (located in the DPW Building on Pond Street) during normal business hours or at the Recycling Drop-Off Center on Ivory Street (opposite the train station), Saturdays 9 a.m.-2 p.m., at no cost. **In fact, we'll swap your old thermometers for new digital ones—free of charge.** Fluorescent bulbs, another item banned from the waste stream, are accepted at the Drop-Off Center on Saturdays at no cost. For more information, call the Recycling Hotline at 781.794.8237.

BELD

www.beld.com
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Braintree, MA 02184
781.348.BELD (2353)

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PAYMENT LOCATIONS

150 Potter Road

Our office is open from 7:30 a.m. to 4:30 p.m., Monday through Friday. Customer Service is open until 7 p.m. on Thursday.

Drop boxes

Top of Potter Road & Town Hall.

Braintree Cooperative Bank

1010 Washington St.
372 Washington St.

Direct Payment

Call BELD at 781.348.2353.

Online payments

www.beld.com

BROADBAND HELP DESK

Mon-Fri: 8 a.m.-10 p.m.

Sat-Sun: 8 a.m.-8 p.m.

COMMISSION MEETINGS

Public Meetings are usually held monthly. Call 781.348.2353 or check www.beld.com to confirm time and date.

COMMISSIONERS

Thomas Reynolds, Chair
Anthony Agnitti, Vice Chair
James Regan, Secretary

HOLIDAY CLOSINGS

Monday, April 16
Patriot's Day



Check out the new kids' section on beld.com!

Geared toward kids in grades 3-7, this new resource teaches the principles of electric safety and energy efficiency and includes science experiments and interactive games.

Visit beld.com and follow the "For Kids" link!