



▶▶ **Website Domain:** missoulaelectric.com

▶▶ **Location:** Missoula, Montana

▶▶ **Business & Metrics Impacted:**
Improved efficiency by empowering multiple staff to make updates.

Encouraged member site usage for information that used to take personnel time to explain.

Generated 3,714 address changes by running a coordinated website and mail-in contest to update the member database.

▶▶ **Awards:**
1st place – Northwest Public Power Assoc. Communications Awards

1st place – Montana Electric Coop Assoc. Communications Awards

▶▶ The Challenge

The Missoula Electric Cooperative (MEC) had an immediate need to reach their members with timely information. Their previous website was poorly designed and cumbersome, and all changes were made by one person. If he was not available, the changes waited.

“Simple, efficient and timely changes have transformed our website from a headache, to a useful tool.”

– Keven J. Kuhn, IT Administrator

▶▶ The Solution

Suitefin provides a simple way to make website edits when and where MEC needs them, and multiple personnel are empowered to make changes. In realizing the power of SuiteFin's functionality, MEC has formed an internal committee to discuss and manage updates. Changes are no longer a roadblock, and the staff now regularly brainstorm and implement ideas to the website that enhance the business.

In addition, by encouraging members to use the website for information, MEC is able to quickly relay information that otherwise took customer service representatives time to explain.

“Our website is now easily managed, making it a very valuable resource to use in keeping our members informed.”

– Sonya M. McCloney,
Manager of Customer Accounts

With its SuiteFin website, MEC took **first place at the 2008 Northwest Public Power Association Communication Awards** for all like-sized cooperatives across the Western US and Canada. In addition, the MEC SuiteFin website took **first place for the 2008 Montana Electric Cooperative Association Communication Awards**.