



This past summer, we asked members to rate their satisfaction with EFC and various programs and services. This feedback provides us with a strong measure for overall performance levels in key areas. Below, are highlights from the member satisfaction survey. These results have been reviewed by EFC staff, Board and Advisory Council members and will be used to set strategic priorities for the new year. Thank you to all who participated in this annual survey!

## Reach: Survey Respondents



### Strong Sample Size

**145** members responded

Represents **just over half** of all EFC members



### Member Type

**65%** Manufacturers

**23%** Distributors

**12%** CEMRA Reps



### Regional Coverage

**67%**

Ontario

**19%**

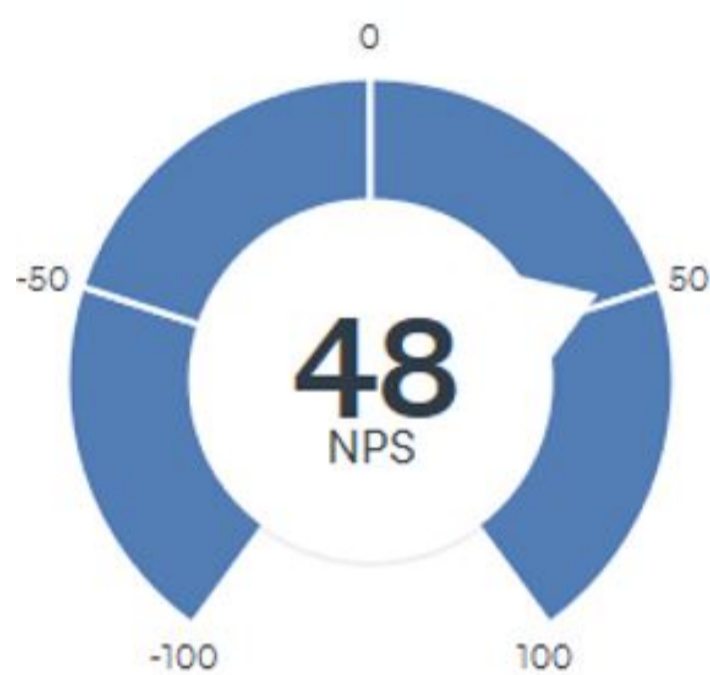
Quebec

**15%**

Other regions: Western & Atlantic provinces, U.S./Mexico

## Results: Our Progress

Our high NPS Score indicates that members are largely "Promoters" and would likely recommend EFC to others.

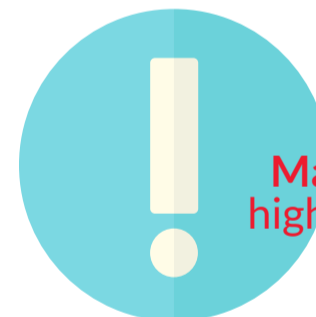


EFC's Net Promoters Score (NPS) is tracking positively. This score has steadily climbed 10+ points since we first began measuring NPS performance four years ago!

### Performance Ratings: Programs & Services

All ratings below are scored out of 5

EFC's Networking and Statistical Services remain in top position as the most high-performing services for members. Our talent engagement programs (YPN and Scholarship) are gaining traction and received high ratings this year.

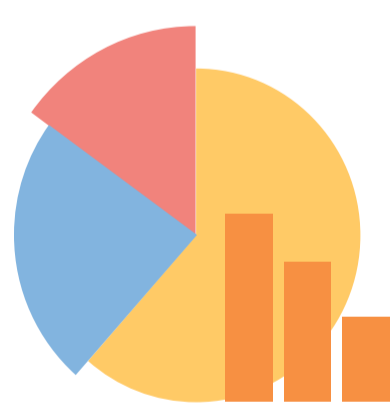


Product Sections, YPN and Marketing Awards have had the highest performance rank increase year-over-year.



Networking Opportunities

**4.46**



Statistical Services

**4.39**



Young Professionals Network (YPN)

**4.28**



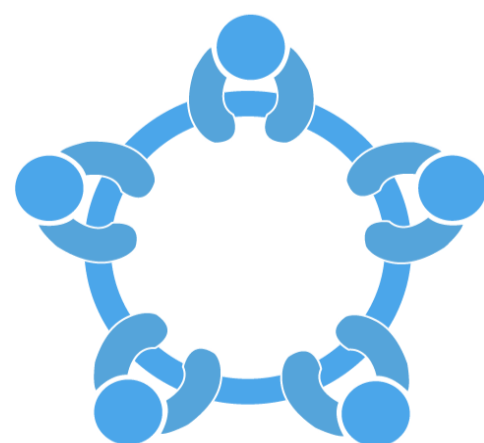
Scholarship Program

**4.22**



Industry Research

**4.22**



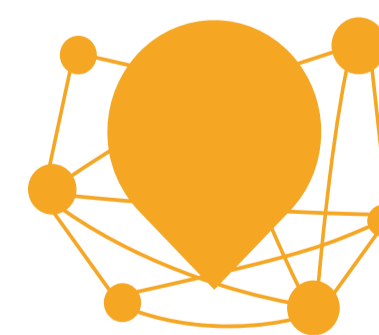
Product Sections

**4.20**



Communications

**4.15**



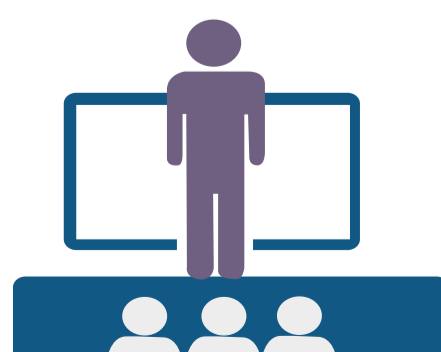
Technical Codes & Standards

**4.14**



Issues Management

**4.01**



Training & Education

**3.97**



Marketing Awards

**3.92**

# Next Steps & Improvements

We heard you...and we're committed to better serving your needs by enhancing the following key areas:

## Talent

Attraction, Development, Diversity

Support workforce development via talent attraction initiatives, diversity and inclusion.

### Initiatives include:

- Develop a diversity and inclusion program centred on best practices and industry benchmarking.
- Integrate talent engagement efforts led by HR, YPN and Scholarship committees.
- Expand the EFC scholarship program to include ongoing engagement as a means to recruit young talent to our industry.

## Codes & Standards

Leadership, Market Competitiveness

Position EFC as the trusted advisor with local, North American and international regulatory bodies to yield the successful influence of codes and standards, ultimately enhancing our members' competitiveness.

### Initiatives include:

- Lead the Canadian technical committee to influence the North American Harmonization standards process and model to reflect our members' best interests.
- Increase member engagement and attendance at product section meetings to ensure all relevant members' issues are addressed.
- Promote engagement of YPNs in product section activity to secure succession planning.

## CEMRA

Broaden Awareness, Heighten Service Offerings

Promote the value-add EFC's manufacturers' reps bring to our channel. Reinforce the key services that reps can leverage as an EFC member.

### Initiatives include:

- Develop tools to promote the value of the manufacturers' reps model within the electrical industry.
- Maximize CEMRA members' engagement with available professional development programs and research reports to advance competitiveness.
- Develop a statistics program for CEMRA reps that allows them to track defined industry metrics for benchmarking.
- Promote industry training programs from NEMRA and NAED, exclusively available to EFC members.

## Business Intelligence

Enhance Data Analytics Capabilities

Enhance business intelligence services to include data analytics and forecasting, enhanced market share reporting, relevant and timely research

### Initiatives include:

- Improve member reporting to facilitate robust data analytics.
- Continue to monitor the timeliness and accuracy of statistical reports.
- Ensure research and educational content reflect members' identified 'game changers'.

## Regions

Increase Engagement, Improve Synergy

Facilitate stronger liaison with regional members, especially those in the Western and Atlantic provinces.

### Initiatives include:

- Regional member appointments to national EFC committee to ensure strong representation.
- Develop regional programs to address members' interests (i.e. Women's Network, YPN, training and education).
- Strengthen collaboration with regional electrical leagues and associations to offer more value to all members across Canada.

**Questions/Comments?** We want to continue hearing from you. If you have any questions or comments about the survey results or our overall programming, please contact:

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## 2018 EFC Members

### Manufacturers

3M Canada Company	GE Canada	Philips Lighting Canada
ABB Inc.	GE Current	Phoenix Contact Ltd.
Baldor Electric Canada Inc., a Member of the ABB Group	GE Lighting	Pilz Automation Safety Canada LP
ABB Installation Products Ltd.	Prolec GE	Pioneer Transformers Ltd.
Acuity Brands	General Cable Company Ltd.	Plusrite Lighting Canada
Anamet Canada Inc.	Glen Dimplex Americas	Powerline Products Inc.
Arlington Industries, Inc.	Greenlee Textron Inc.	Premise, LED Inc.
Atkore	Hammond Manufacturing Co. Ltd.	RAB Design Lighting Inc.
Columbia MBF	Hammond Power Solutions Inc.	RC Lighting Inc.
Beghelli Canada Inc.	Hellermann Tyton Canada	Rex Power Magnetics
Bel Products Inc.	Hubbell Canada	Rittal Systems Ltd.
BL Innovative Lighting Ltd.	Hydel Enterprises Inc, Division of Circa Enterprises Inc.	Robertson Inc.
BJ Take Inc.	I-Gard Corporation	Rockwell Automation Canada Inc.
Brady Canada	IBOCO Corporation	Sprecher + Schuh
Britech Corp.	Ideal Industries (Canada), Corp.	Royal Building Products
BRK Canada	IlSCO of Canada Limited	SATCO Products Inc.
Broan-NuTone Canada, Inc.	Intermatic Canada ULC	S&C Electric Canada Ltd.
Cam Tran Co. Ltd.	IPEX Electrical Inc.	Schneider Electric Canada Inc.
Carlo Gavazzi (Canada) Inc.	Klein Tools, Inc.	Séche-Mains Comac Hand Dryers
Code Electric Products	LAPP Canada Inc.	Service Wire Company
Contrast Lighting	Legrand Canada	SEW-Eurodrive Co. of Canada Ltd.
Controlab Inc.	Wattstopper	Shawcor
Convectair – NMT Inc.	LEDVANCE Ltd.	Siemens Canada Limited
Cree Canada	Leviton Manufacturing Company Inc.	Siemens Transformers Canada Inc.
Danfoss Drives (Vacon)	Liteline Corporation	Southwire Company
Delta Star Transformers Inc.	AutoGuard Motion Tracker	Coleman Cable, Inc.
Delta Transformer Inc.	Lutron Electronics Co., Inc.	Stanpro Lighting Systems Inc.
Domtech Inc.	Magic Lite Ltd.	Standard Products Inc.
Eaton Industries (Canada) Company	Marcus Transformer of Canada LTD.	Stelpro Design Inc.
Eaton - B-Line Division	MERSEN Canada Toronto Inc.	Superior Flexible Conduits Inc.
Eaton - Bussman Division	Metalumen Manufacturing Inc.	SurgePure Canada Inc.
Eaton - Cooper Industries (Electrical) Inc.	Mitsubishi Electric Automation Inc.	Technical Consumer Products Inc.
Eaton - Crouse-Hinds Division	Molex Canada Limited	Techspan Industries Inc.
Eaton - Lighting Division	Nedap Inc.	Fusetek
Eaton - Power Quality Division	Nesco Inc.	Teco-Westinghouse Motors Inc.
Eaton - Power Systems Division	Nexans Canada Inc.	Toshiba International Corp.
Eaton - Residential & Wiring Devices Division	Nidec	Tyco Electronics Connectivity - TE Energy Div.
Eiko Canada Ltd.	Northern Cables Inc.	Universal Lighting Technologies
Electra	Northern Transformers Corporation	USHIO Canada Inc.
Electro Cables Inc.	NSi Industries, LLC	Venture Lighting Power Systems, NA Inc.
Emerson Electric Canada Limited	nVent	Viscor, Inc.
Appleton Electric Ltd., an EGS Company	nVent Electric PLC	Wago Corporation
EGS Easy Heat Inc.	nVent Hoffman	Warmup Inc.
EXM Manufacturing Ltd.	nVent Thermal Management	Weidmuller Canada
Federal Signal Corporation	Omron Canada Inc.	Wheatland Tube Company
Festo Inc.	Ouellet Canada Inc.	Wieland Electric Inc.
Flextherm	Panduit Canada	Yaskawa Canada Inc.
FLIR Systems Canada Limited	Partner Technologies Incorporated	Yaskawa Canada Inc.
Fluke Electronics Canada LP	Peerless Electric Co. Ltd.	
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## Distributors

Alliance Electrical Supply Inc.  
Anixter Canada Inc.  
Aztec Electrical Supply Inc.  
B.A. Robinson Co. Ltd.  
    Sescolite Lighting  
Bartle & Gibson Co. Ltd.  
BJ Electric Supplies Ltd.  
Cesco Electrical Supply Ltd.  
City Electric Supply  
Daltco Electric & Supply (1979) Ltd.  
Deschênes & Fils Ltée  
Dubo Électrique Ltée.  
E.B. Horsman & Son  
E.C.S. Electrical Cable Supply Ltd.  
Eddy Group Limited  
Electrical Wholesalers (Calgary) Ltd.  
Electrical Wholesalers (Edmonton) Ltd.  
Electrimat Ltée.  
Electrozad Supply Company Limited  
Franklin Empire Inc.  
FuturPlus (Division of Cathelle Inc.)  
Graybar Canada  
    Harris & Roome Supply Limited  
Gerrie Electric Wholesale Limited  
    Bramtor Electric Supply Co. Ltd.  
Harwell Electric Supply  
House of Electrical Supplies Ltd.  
Ideal Supply Inc.  
Independent Electric Supply Inc.  
Industrial Electric Wire and Cable Co.  
J.W. Bird & Company Limited  
Longtest Inc.  
McLoughlan Supplies Limited  
Mercor Lighting  
National Cable Specialists  
North American Lighting Products Inc.  
O'Neil Electric Supply Limited  
Oscan Electrical Supplies Ltd.  
Paul Wolf Lighting & Electric Supply Ltd.  
PROAX Technologies Ltd.  
Rexel Canada Electrical Inc.  
    Rexel - Atlantic Divison  
    Nedco  
    Westburne

Robertson Electric Wholesale (2008) Ltd.  
    Espo Electric Supply  
Rogers Electrical Wholesale Ltd.  
Sonepar Canada  
    Dixon Electric, Div. of Sonepar Canada  
    Gescan, Div. of Sonepar Canada  
    Lumen, Div. of Sonepar Canada Inc.  
    MGM Electric Limited, Div. of Sonepar Canada  
    Sesco, Div. of Sonepar Canada  
    Texcan, Div. of Sonepar Canada  
Supreme Lighting & Electric Supply Ltd.  
Vaughan Electrical Supply  
WESCO Distribution Canada LP  
    Brews Supply Ltd.  
    EECOL Electric  
    Hazmasters  
    LaPrairie Inc.  
    Trydor  
Western Equipment Limited

## Reps

Adanac Sales Inc.  
Agence Béliveau-Turmel & Associés  
Agence AMR  
Agence For-Trem  
Agence Ricard  
Alliance Marketing Ltd.  
Brockway Enterprises  
Brodwell Industrial Sales Ltd.  
C.S.A. Enterprises Limited  
Cascadia Sales Inc.  
Catalyst Sales & Marketing  
Collins Sales & Associates  
Contact Delage Inc.  
D.A.D. Sales  
Desdowd Inc.  
E.L.P. Marketing Limited  
Edge Electrical Marketing Inc.  
Elec-Tech Sales Ltd.  
ElectraSpec Inc.  
Electrical Sales Network  
ElectriXwest Agencies Ltd.  
Focus Electrical Sales Inc.  
GB Agencies Ltd.  
Heritage Sales and Marketing  
Hi-Tech Sales (1989) Limited  
Humelec Associates Limited

Intralec Electrical Products Ltd.  
ISTED Technical Sales (1999) Partnership  
Jebco Agencies  
K.M. Roberts & Associates Ltd.  
Ken Watt Agency  
L.T. Marketing Inc.  
Lande Associates Inc.  
Laplante et Associés  
Munden Enterprises Ltd.  
Next Sales & Marketing Inc.  
Northwinds Corporation  
Powerco Canada Inc.  
Promellis Inc.  
Reptech Enterprises Limited  
Roney Marketing Ltd.  
RWM Enterprises Ltd.  
S&D Lighting Group  
Solutions A. Leblanc - DBA Theovine  
Solutions BFC Inc.  
Technirep Mktg. Inc.  
Titan Marketing Solutions  
The Next Step  
TMC Sales  
Upper Canada Industries  
Vigilant Technical Sales

## **Affiliates**

CSA Group

Datalliance

Electrical Business

Kerrwil Publications Limited

Jigsaw Systems, Inc.

Plug 'n Drive

Underwriters' Laboratories of Canada

Veolia Environmental Services

Updated: September 2018

## **Distributor Marketing Groups**

Affiliated Distributors

IMARK Canada Marketing Inc.

Spectra Marketing Group