



MEMBER SATISFACTION & GROWTH

Whether your credit union is composed of captured SEG groups or community chartered, Member growth and satisfaction is one of your key success factors and key processes. How much do you know about the demographics and psychological profile of your Members? The better you know these things about your Members, the better you will be able to help them and, ultimately, your credit union. I can help you establish:

- Marketing/sales demographic and psychographic profile of your current Members. This is the basis for generating marketing/sales tactics and increasing membership
- Identify new SEG groups or transition your credit union to a community charter
- Establish effective internal (from Member-facing Staff) and external communication and feedback (surveys, reviews, etc) channels
- A formal Member retention program