Callahan's 2018 CRM Survey: Results Recap

September 6, 2018

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Can You Hear Me?

- We are audio broadcasting so please plug in your headphones or computer speakers to listen in.

- If your audio is choppy or slow, you may wish to dial into the teleconference:

Dial: +1-415-655-0003

Access code: 664 516 600

Slide Link

Today's slides can be found online at:

http://bit.ly/09-06-crm-recap

We Encourage Questions

- Use the **Questions Box** located on the right side of your screen to type your comments or questions

Tell Us What You Think!

Please take our post-event survey. We value your feedback!

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Speakers

Alexandra Gekas

Vice President, Marketing
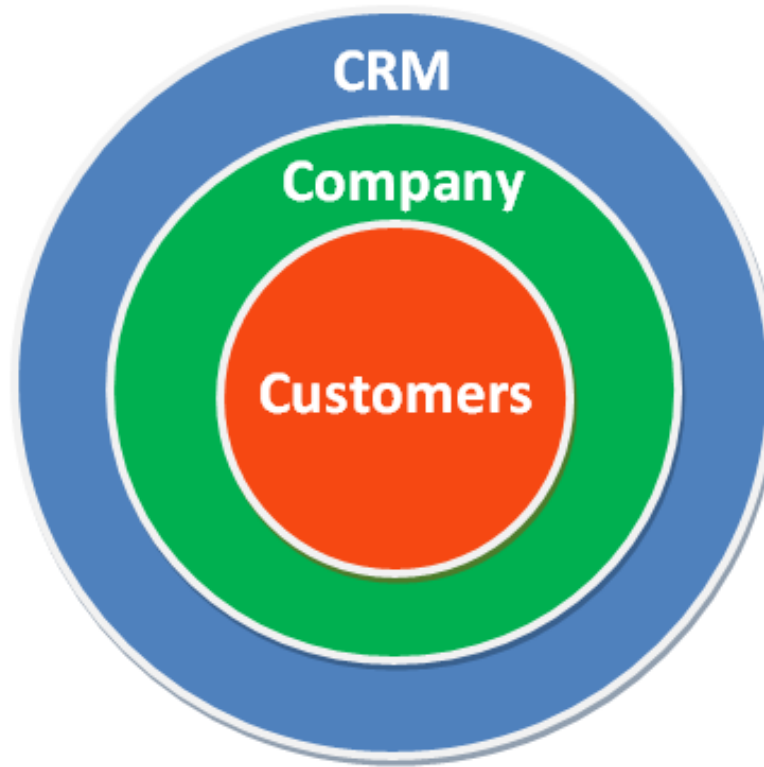

Sam Taft

AVP, Analytics & Business

Development

Thank You To Our Sponsor!

SURVEY BACKGROUND

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Importance Of Customer Relationship Management (CRM)

Survey Goal

To better understand and quantify credit union CRM adoption and satisfaction

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Overview

Design

- 36 questions
- Survey was open for ~ 1 month

Collection

- Emails to credit union executives in key roles such as **marketing, operations,** and **technology**.
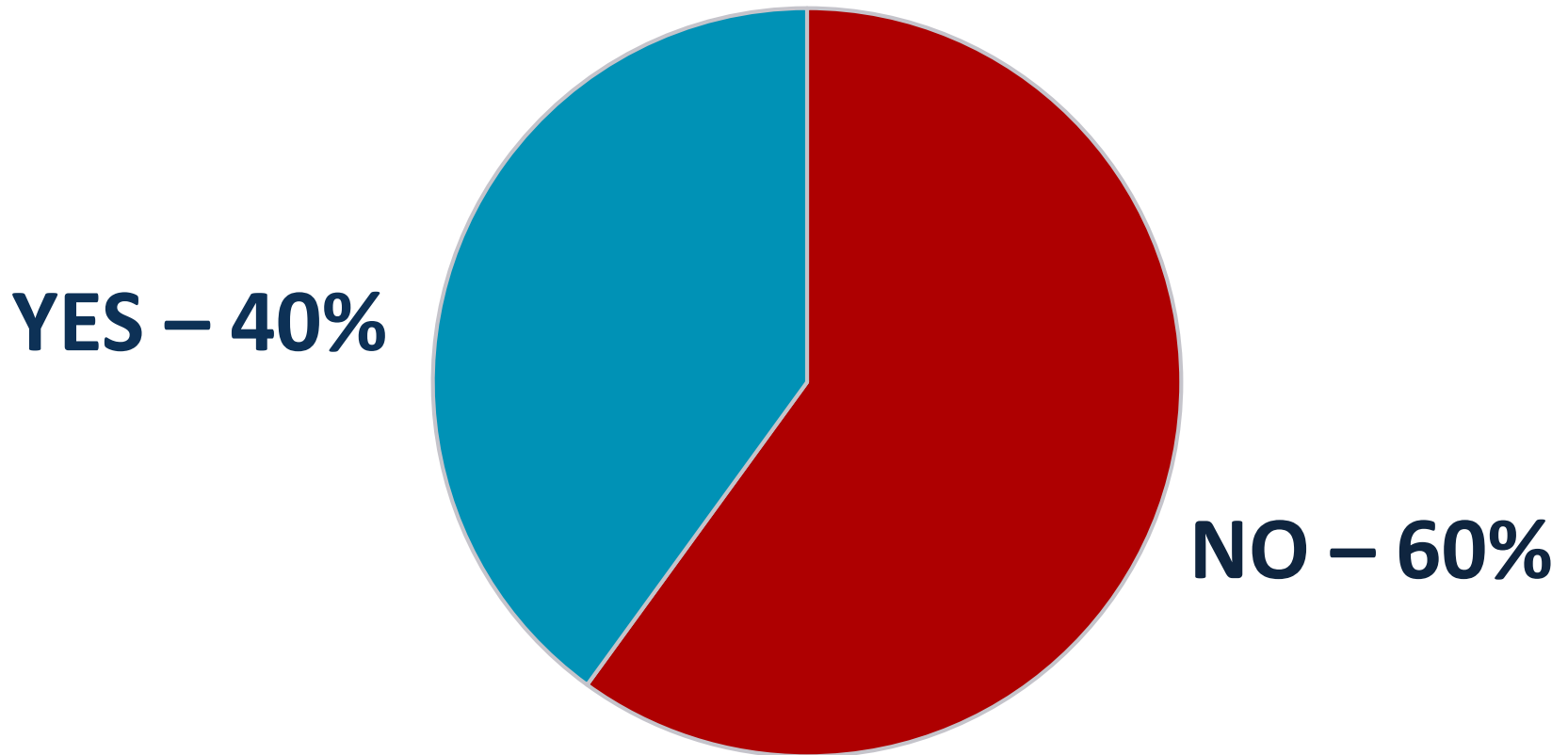- Callahan client portal

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RESULT HIGHLIGHTS

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Breakdown Of Respondents

Respondents	253
Institutions	223
Yes Have CRM	93
Satisfied With CRM	66
Not Satisfied With CRM	30
No CRM	138

CRM Utilization

YES – 40%

NO – 60%

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CRM Usage By Asset Size

Asset Size	Do You Have A CRM?	% Within Asset Range	Average # of Members
<$100M	No	89.1%	4,222
	Yes	10.9%	5,905
$100M-$500M	No	64.6%	20,670
	Yes	36.6%	24,938
$500M-$1B	No	47.1%	64,016
	Yes	58.8%	68,854
$1B-$10B	No	38.3%	171,359
	Yes	70.2%	226,863
>$10B	No	33.3%	1,662,861
	Yes	66.7%	470,335

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CRM Budget Plans By Asset Size
Breakdown of 138 credit unions without CRM

Asset Size	Intend to Budget For a CRM?	% Within Asset Range
<$100M	No	91.7%
	Yes	8.3%
$100M-$500M	No	42.1%
	Yes	57.9%
$500M-$1B	No	22.2%
	Yes	77.8%
$1B-$10B	No	31.8%
	Yes	68.2%
>$10B	Yes	100.0%

Top 3 Requirements For New CRM

1. Reporting capabilities

2. Ease of use for staff

3. Integrations with 3rd party systems

Respondents Who Have *Not* Budgeted For CRM

Reasons for not budgeting:
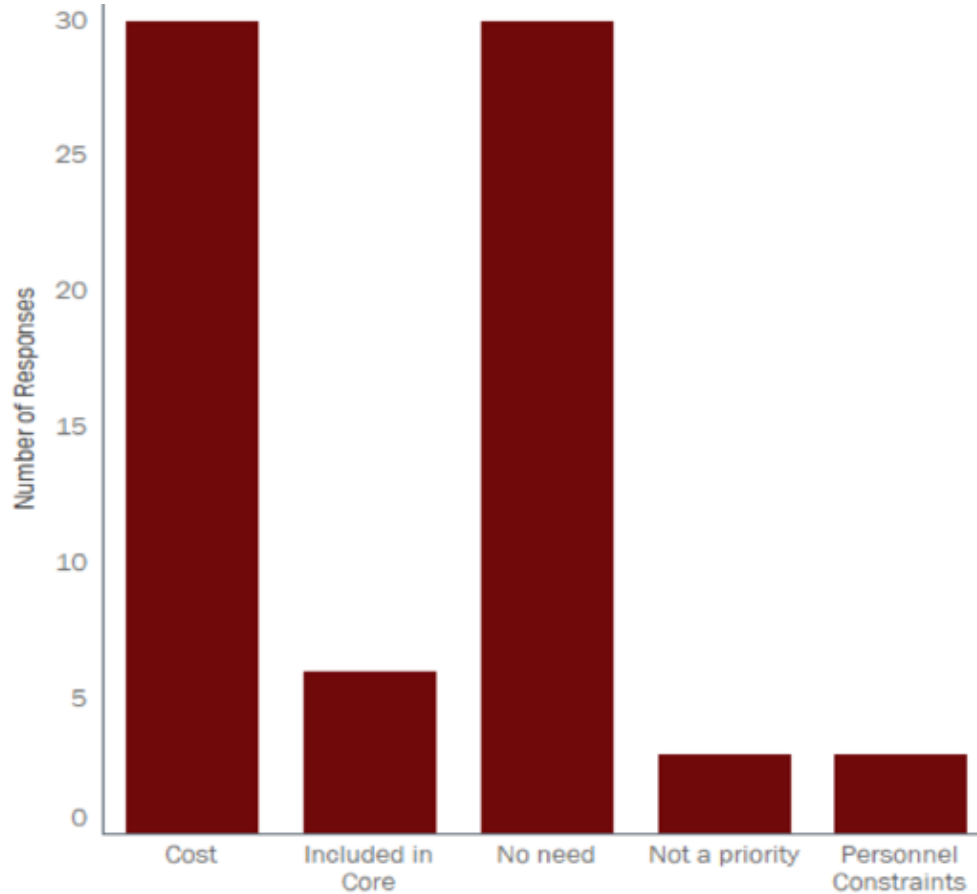
Who Has Purchasing Power?
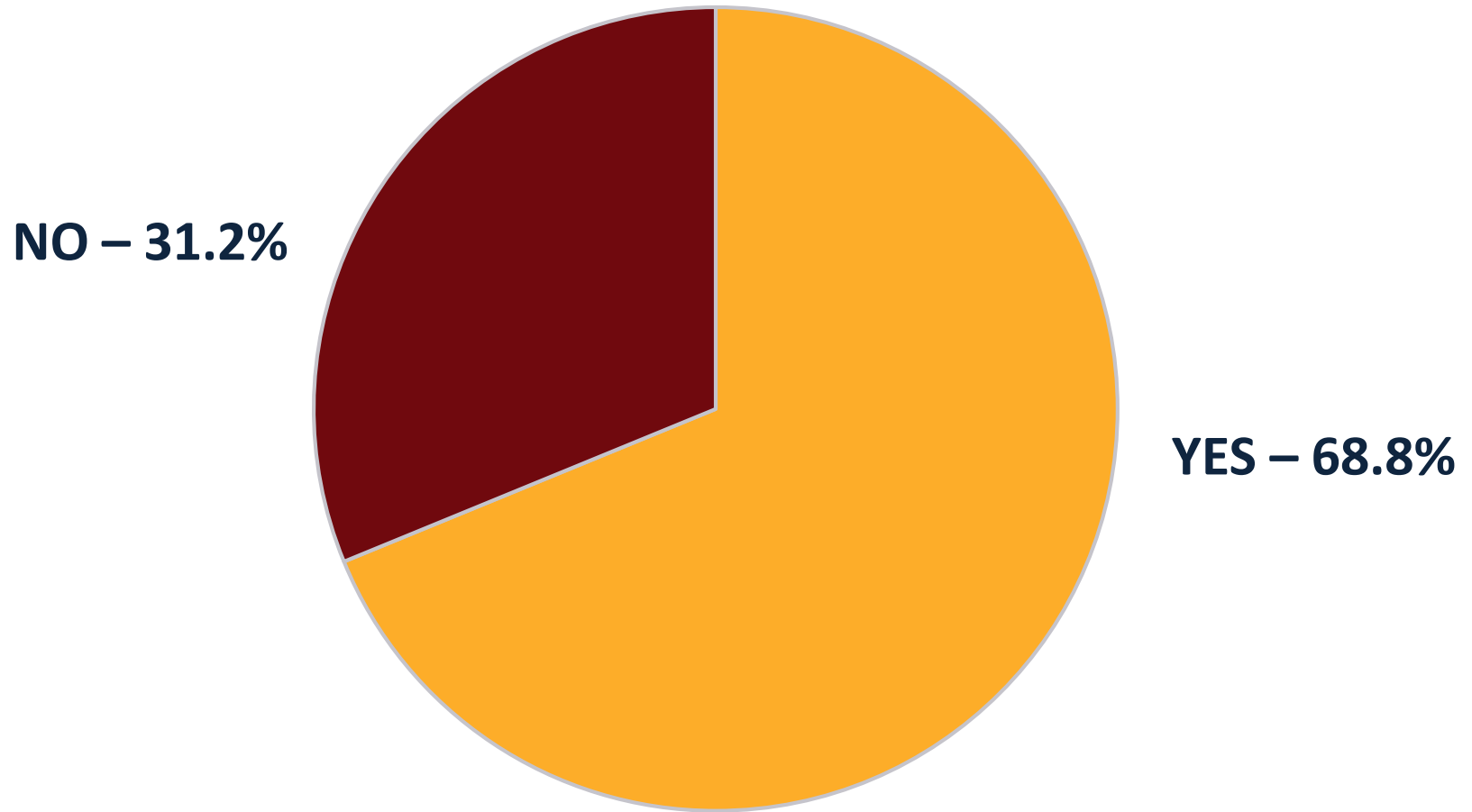
Departments
- Marketing
- Operations
- Technology

Roles
- Head Of Operations
- Head Of Marketing
- Head of IT

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CRM SYSTEM SATISFACTION

Overall Satisfaction

NO – 31.2%

YES – 68.8%

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Satisfaction By Feature

Most Satisfied With:

- Security and encryption protocols
- 360-degree member view
- Member engagement history

Least Satisfied With:

- Operational dataflows between departments
- Access to member documents
- Reporting capabilities

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Top 5 Reasons For Being Unsatisfied

1. Lacks important features
2. Not focused on credit union specific workflows
3. Does not integrate with their software ecosystem
4. Requires too much maintenance
5. Too complex for staff

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Top 3 Wish List Items

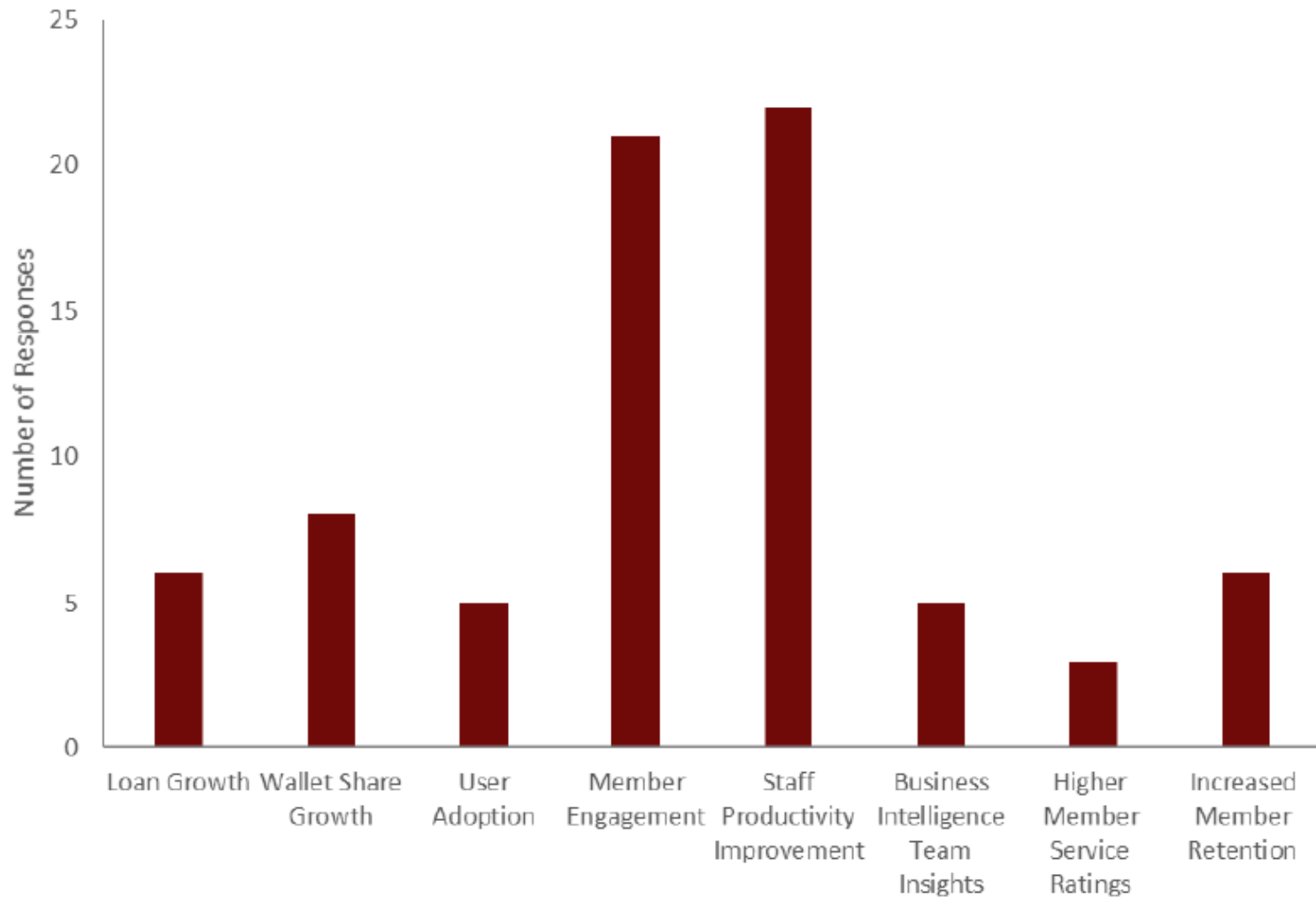- Integration capabilities
- Tracking
- Ease-of-use and reporting (tie)

MEASURING SUCCESS

Top CRM Success Measures

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Hot Off The Press

All attendees receive a complete copy of our **Credit Union CRM Report.**

Request your copy in the post-event survey!

QUESTIONS?