

# How To Build A Member Experience Program

Rose Bentley, SVP of Sales & GM North America, CloudCherry

Denise Wymore, Membership & Advocacy Development Director, NACUSO

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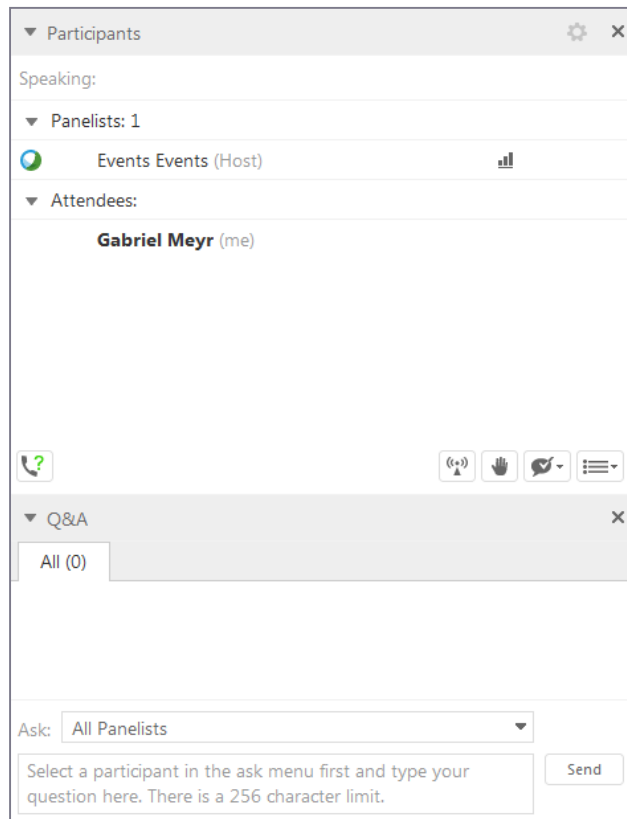
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## Slide Link

Today's slides can be found online at:

<http://bit.ly/08-28-member-experience>

# We Encourage Questions



Use the

## Questions Box

located on the right side of the screen, to type your comments or questions.

# You Might Also Be Interested In

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# Tell Us What You Think!



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

# How To Build A Member Experience Program

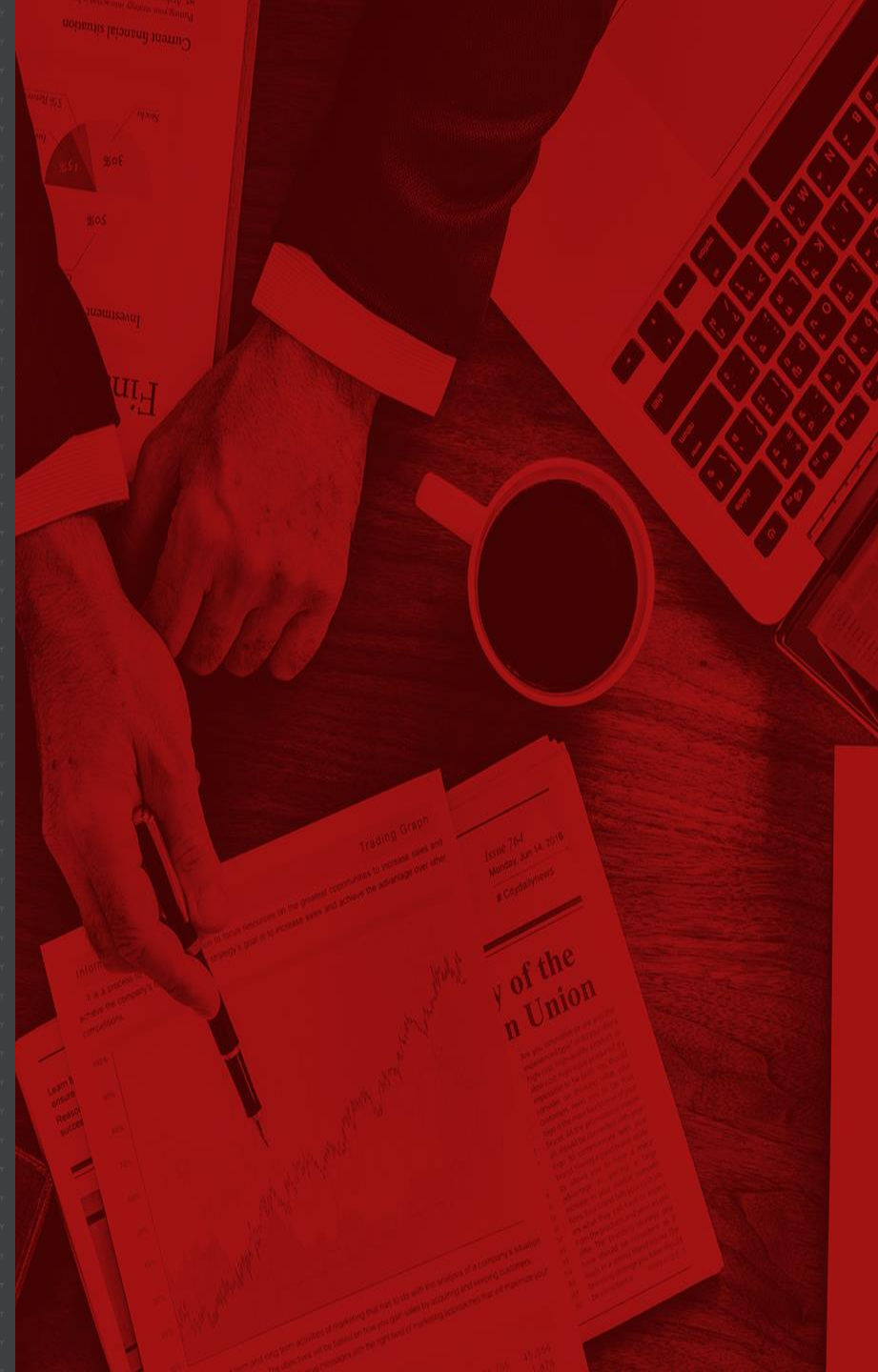
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# How to build a member experience program





# Introducing: Credit Union Innovation Series

- Monthly webinars focused on improving the Member Experience
  - Sponsored by CloudCherry.
  - Hosted by Denise Wymore, Membership & Advocacy Development Director at NACUSO.
  - Participation from senior executives from top Credit Unions.
  - Sharing of ideas and how-to content.



Teachers Credit Union



# What is member experience?



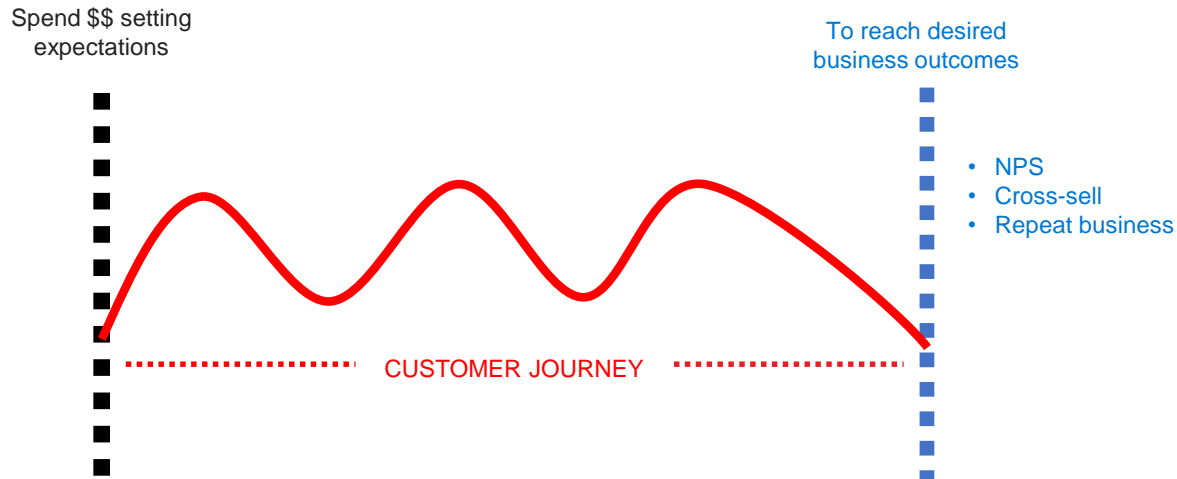
Member experience is the delta between the member's expectation, and the performance your credit union delivers.



Only 8% of customers describe the experience they receive as “superior”



# Why does it matter for Credit Unions



**“Feeling valued is one of the top emotions that increases loyalty for banks.”**

**“Banks don’t do as well at making customers feel respected.”**

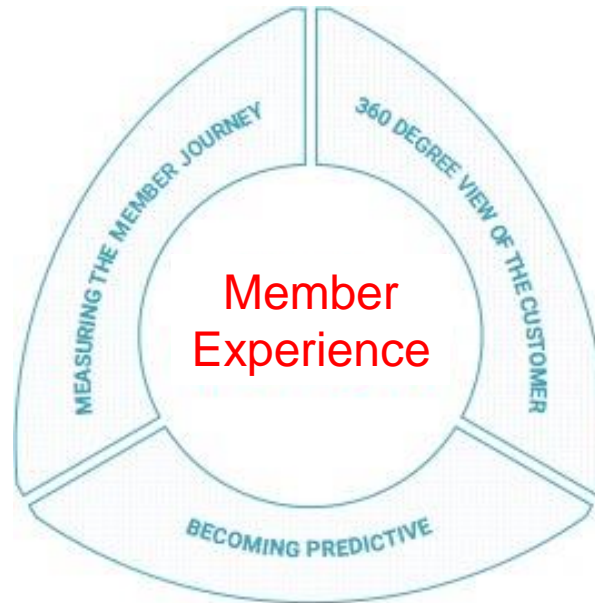
FORRESTER ANALYTICS

Forrester's US CX Index, 2018: Rankings Of Multichannel And Direct Banks

*The US Banking Customer Experience Index, 2018*

# The three pillars of member experience

**Pillar 1:** A continuous collection of moments across a journey.



**Pillar 2:** Bringing data together from various sources to create meaningful human stories.

**Pillar 3:** Using machine learning to understand what will move the needle towards great experiences.

# The member journey

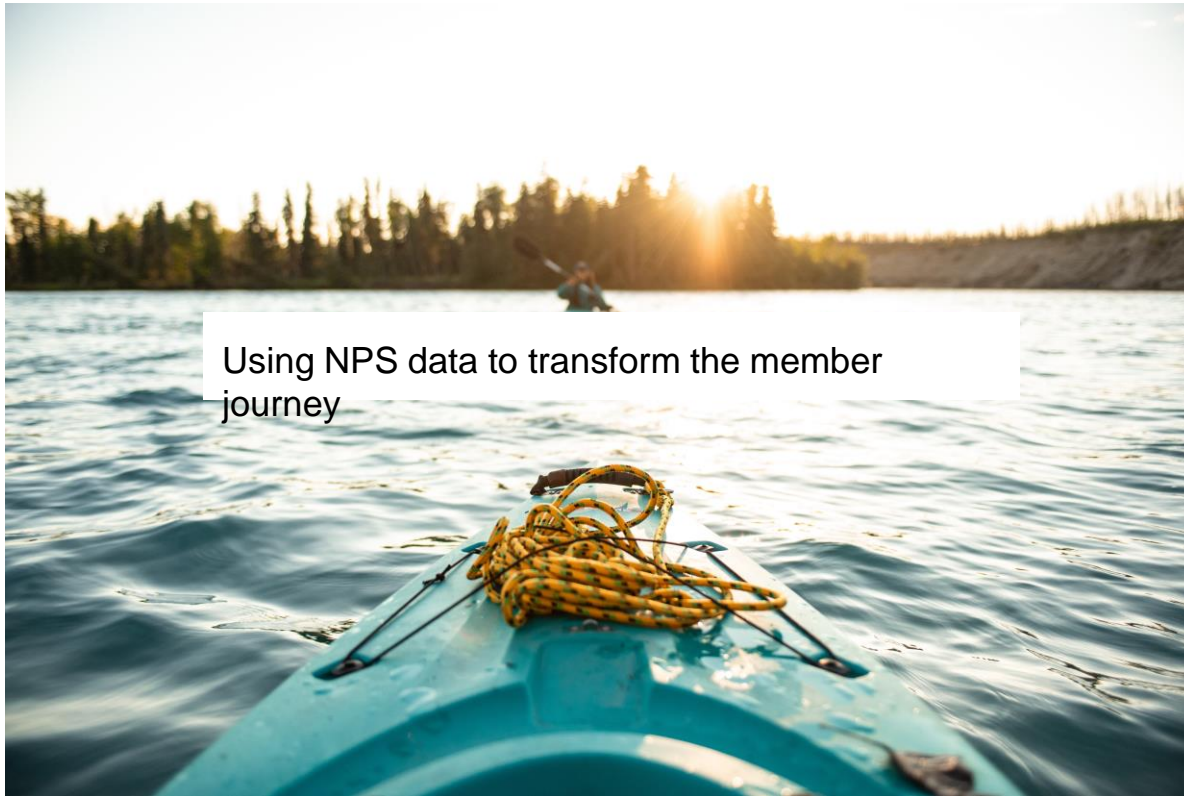


*It's not a destination....it is the true manifestation of all of your planning, marketing, training, budgeting, measuring and managing.*

*And only the member can tell you what that journey is like.*

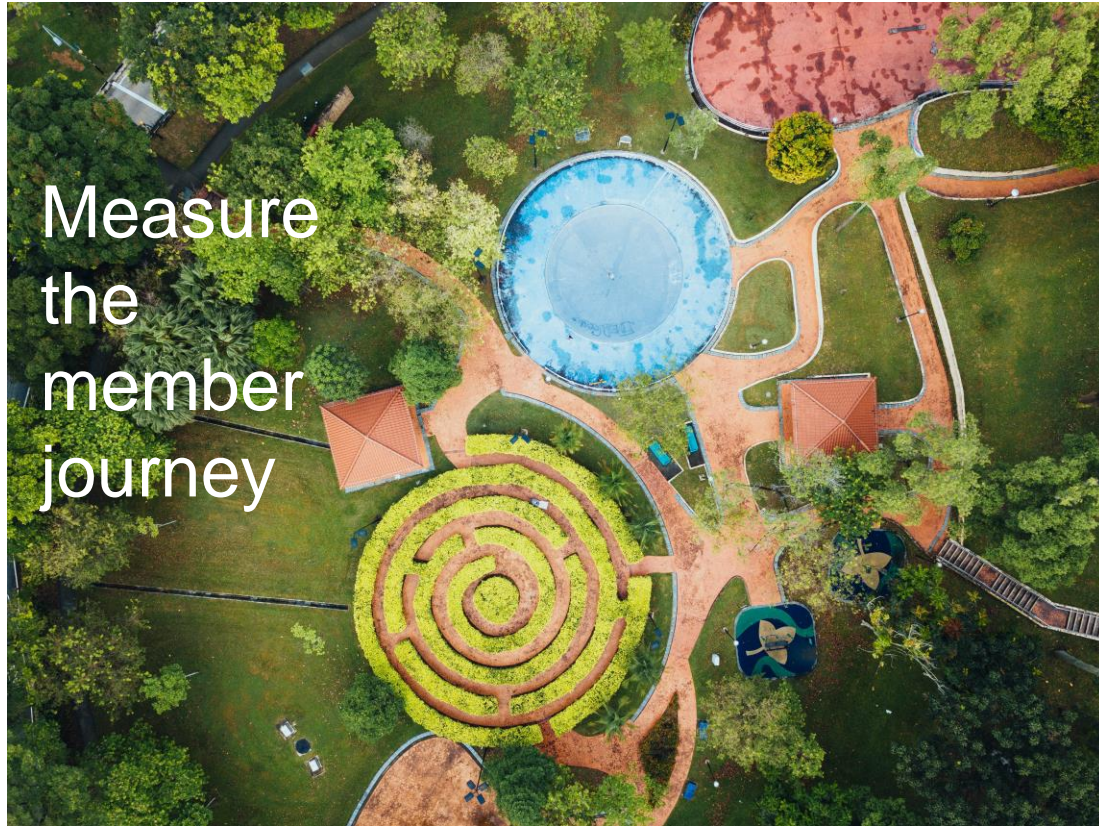
Photo by [Vlad Bagacian](#) on [Unsplash](#)

# A case study



Using NPS data to transform the member journey

Photo by [McKayla Crump](#) on [Unsplash](#)



# Measure the member journey

Photo by chuttersnap on  
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# Key drivers of Promoters

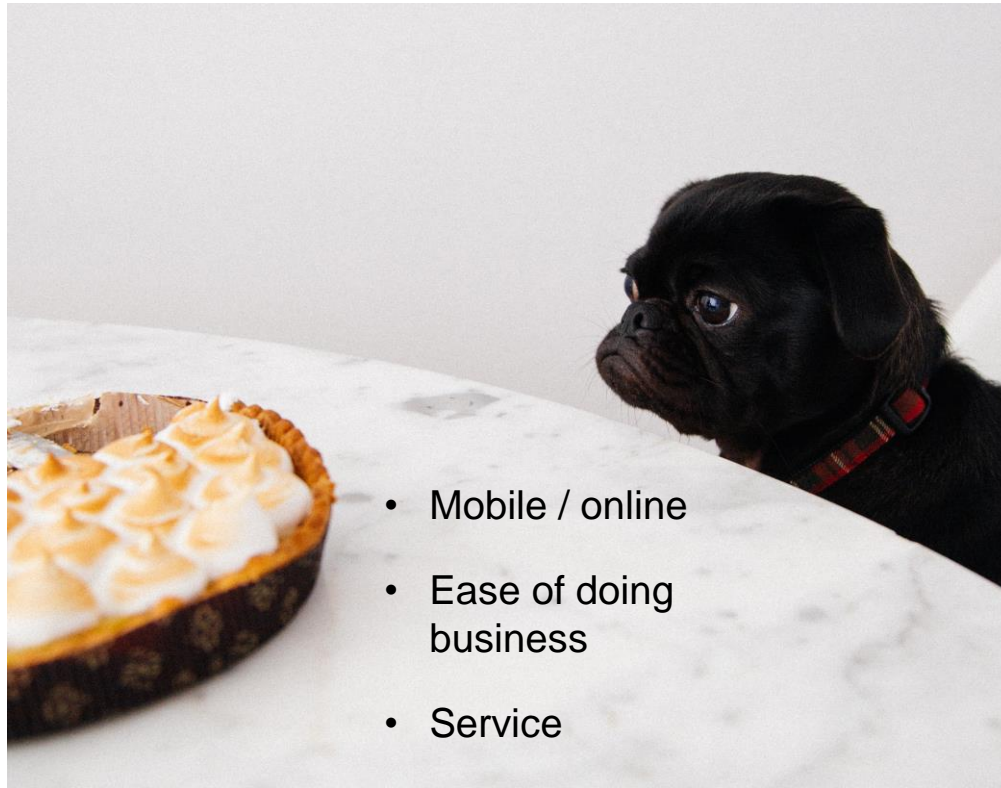
- Member service
- Local business
- Convenience



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# Key drivers of Detractors



- Mobile / online
- Ease of doing business
- Service

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# Know your member



Not only from a security perspective.

What is their experience like?

Photo by [Ben White](#) on [Unsplash](#)

# Know your member

- Their target audience is Alice:
  - Asset Limited Income Constrained Employed
  - According to their NPS data:
    - Ease of doing business
    - Acts in my best interests

was where they fell short . . .



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# The Empathy Map and NPS

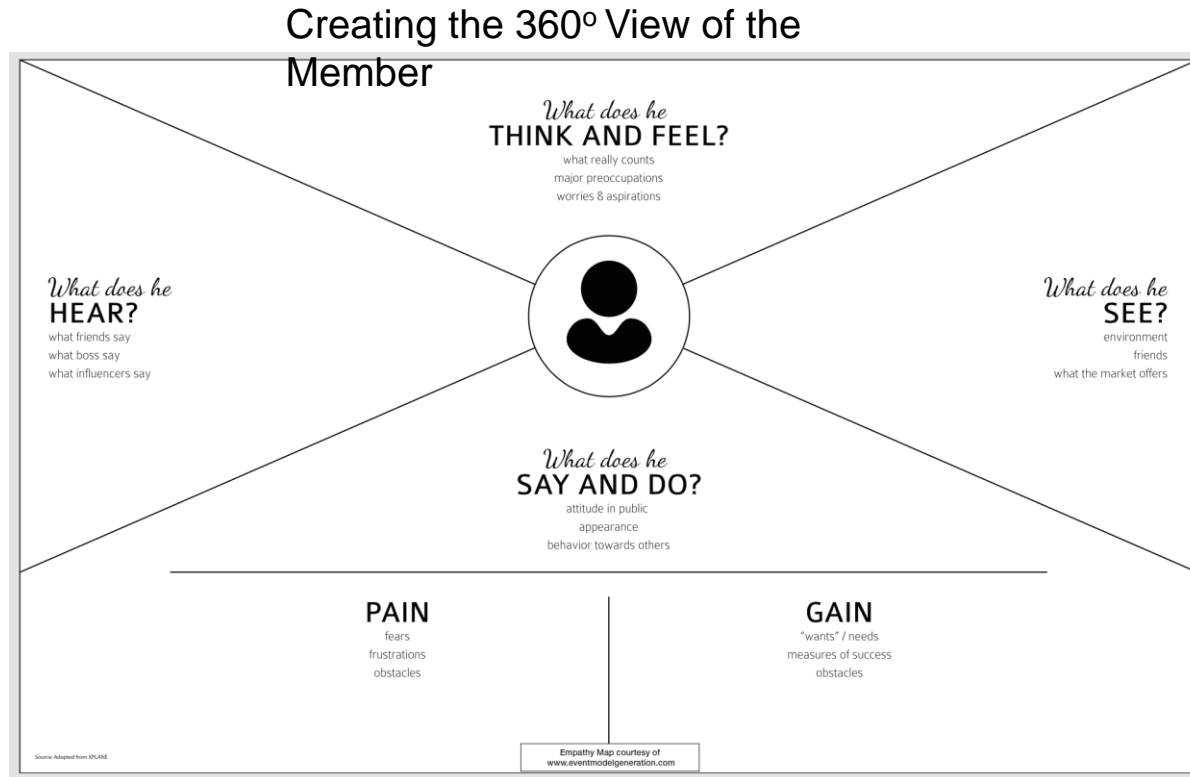




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## What does Alice think / feel?

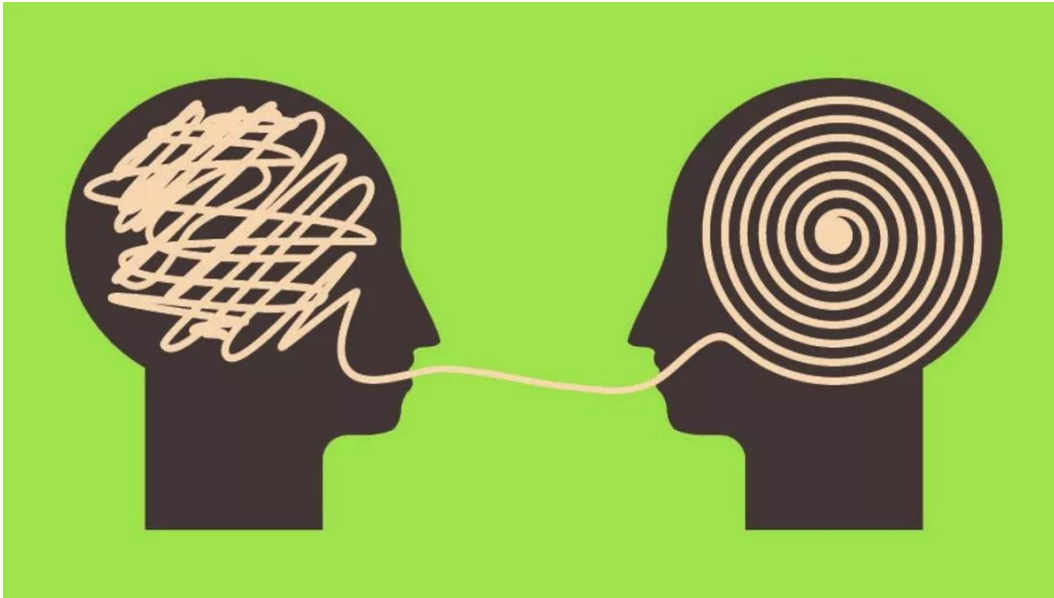
- How long do I have to wait?
- Might be talked down to
- Tired
- Thinking about daily survival and living in a "house of cards"

# What does Alice see?



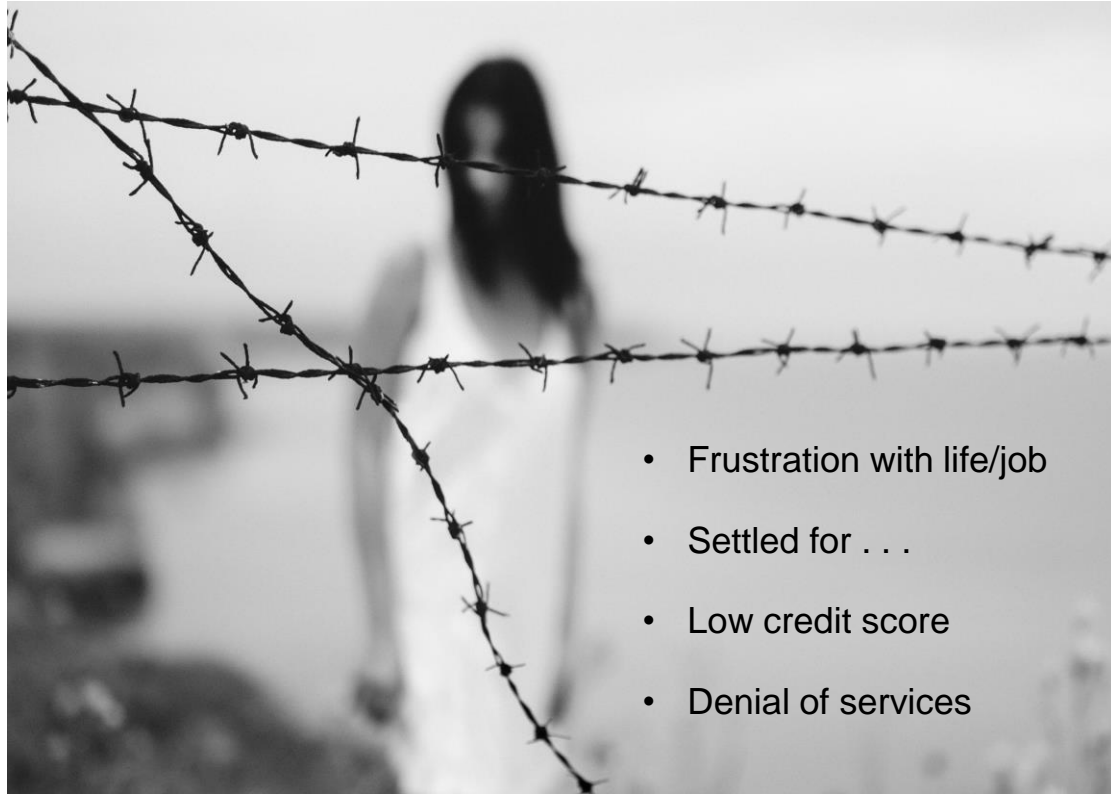
- Life = Struggle
- **Posters of people and things she cannot be, does not have**
- Structure / Format / Policies

# What does Alice hear?



- Things she doesn't understand (jargon)
- Tone of voice
- She has no real value

# What are her pain points?



- Frustration with life/job
- Settled for . . .
- Low credit score
- Denial of services

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# What can Alice gain?

- Get a checking account instead of using money orders
- Financial counseling
- Self worth
- Step towards stability

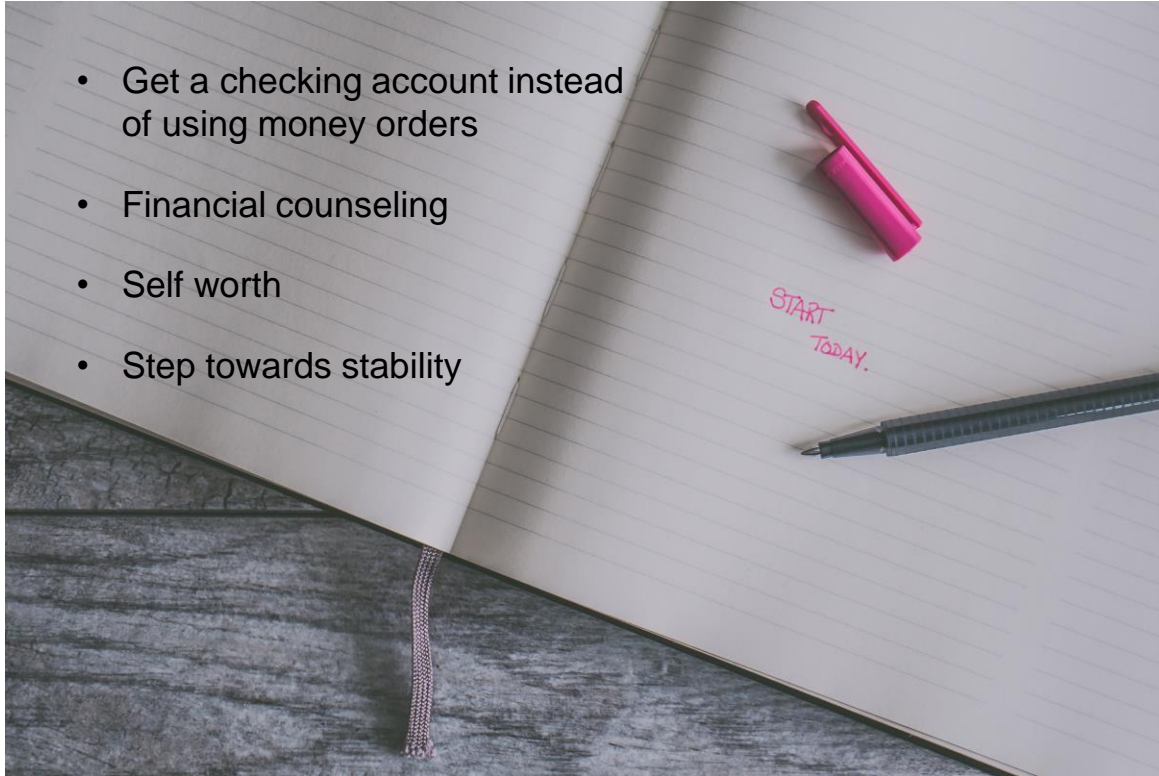
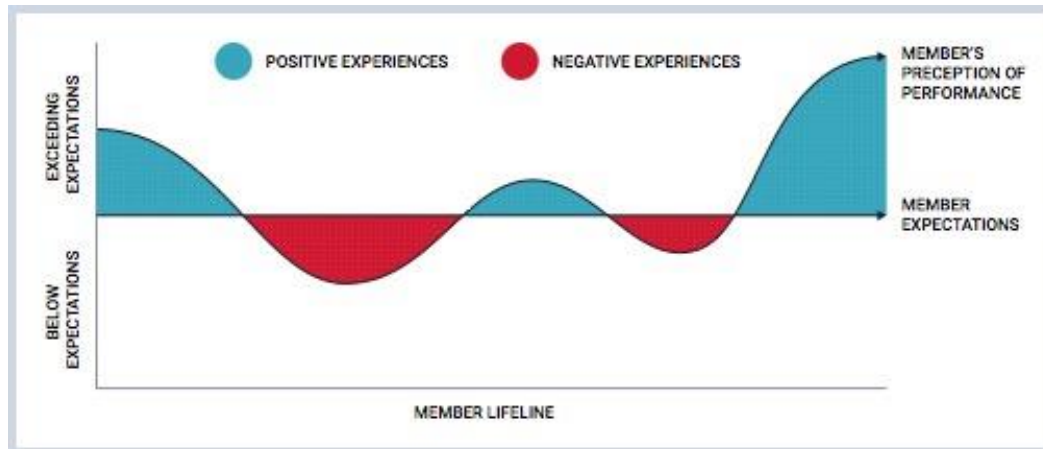


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# Why is member journey mapping important

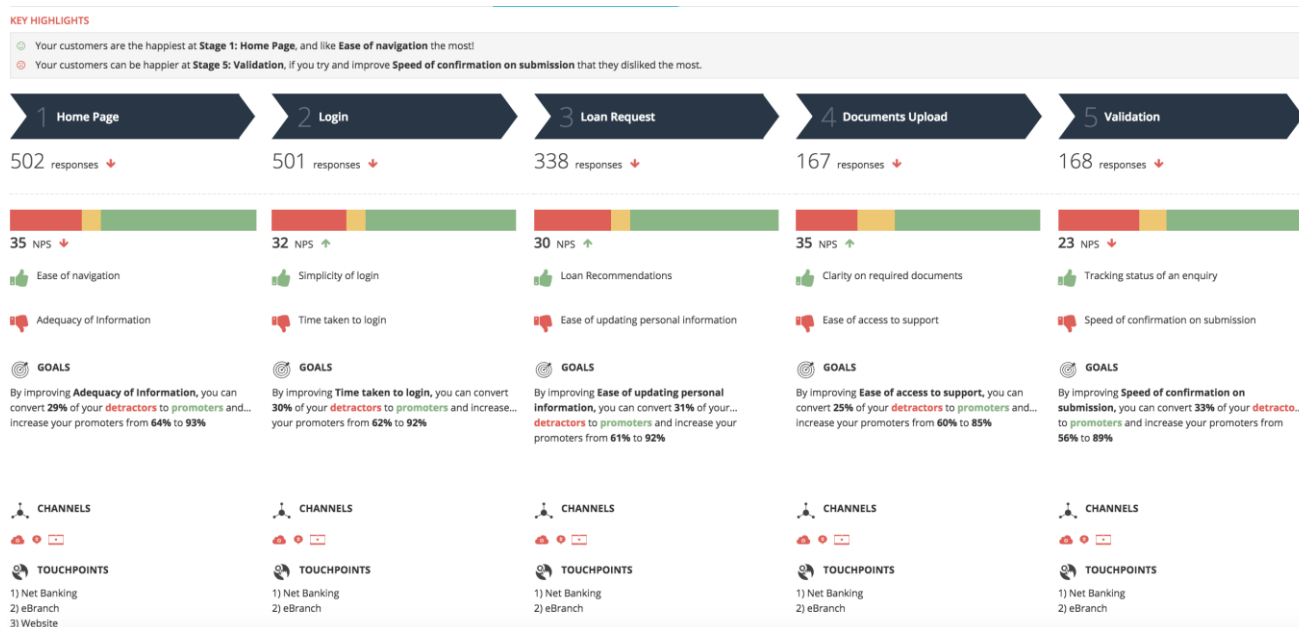
Member experience is the delta between the member's expectation, and the performance your credit union delivers.



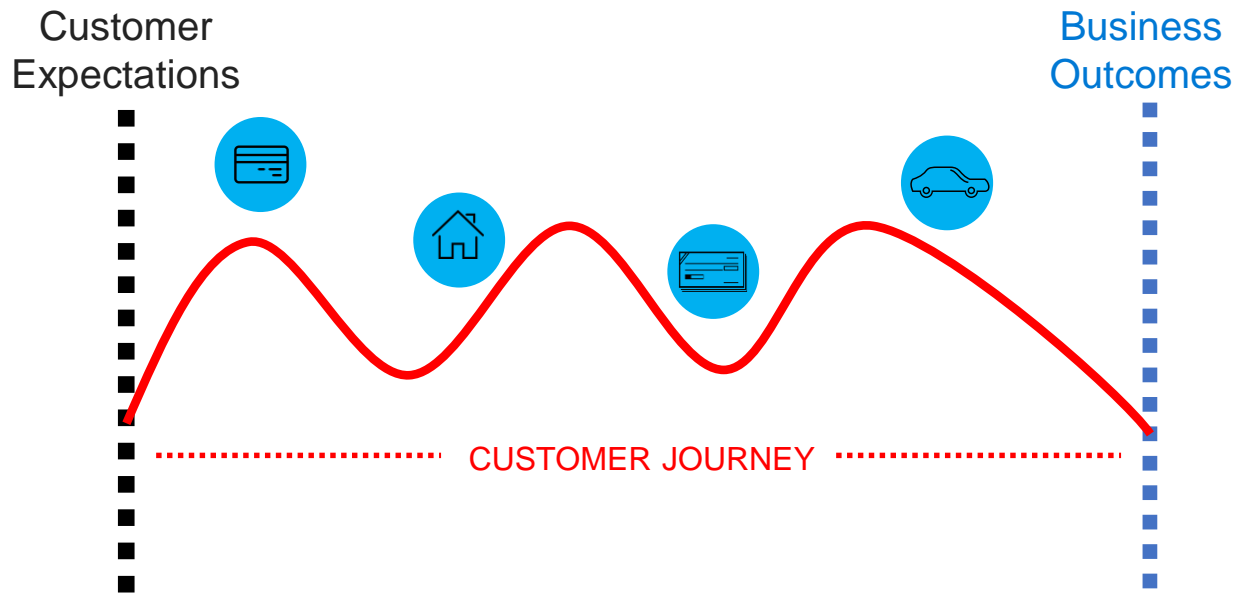
- At any point in the journey, you can determine if a member's expectations are being met.
- The sum of these deltas determines whether the member's overall experience is positive or negative.

# Macro and micro journeys

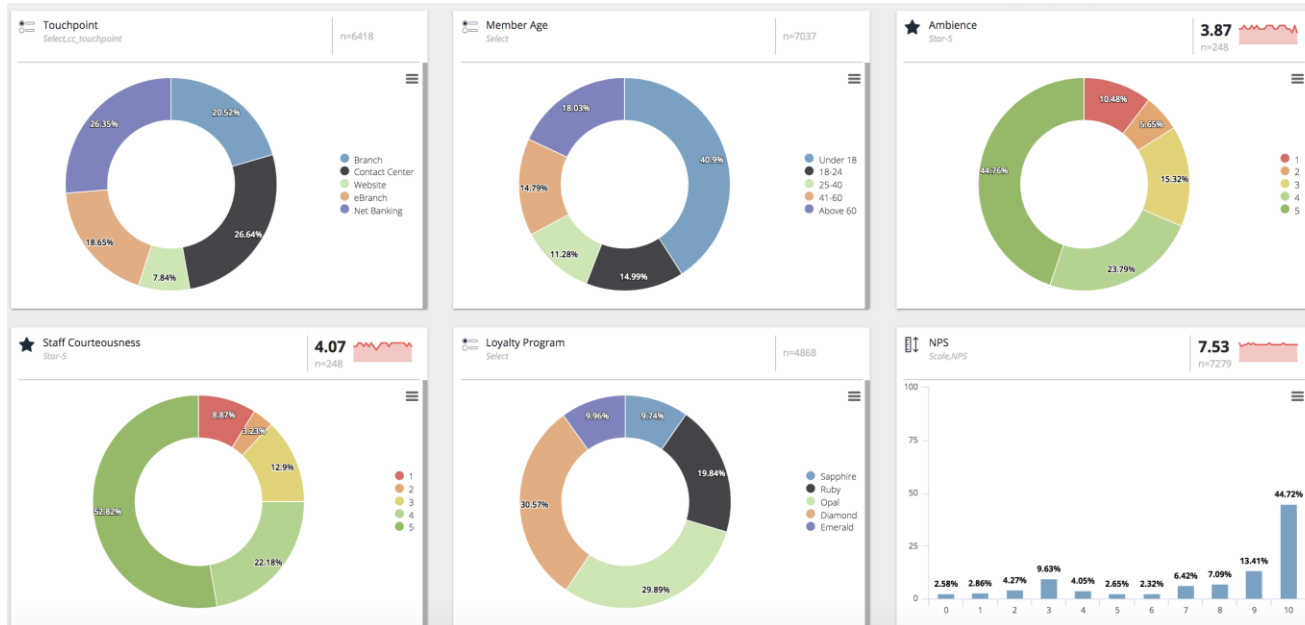
Customers wander through a number of “micro journeys” skipping, revisiting and changing the sequence of their interactions across the touchpoints.



# There is a lot siloed member data



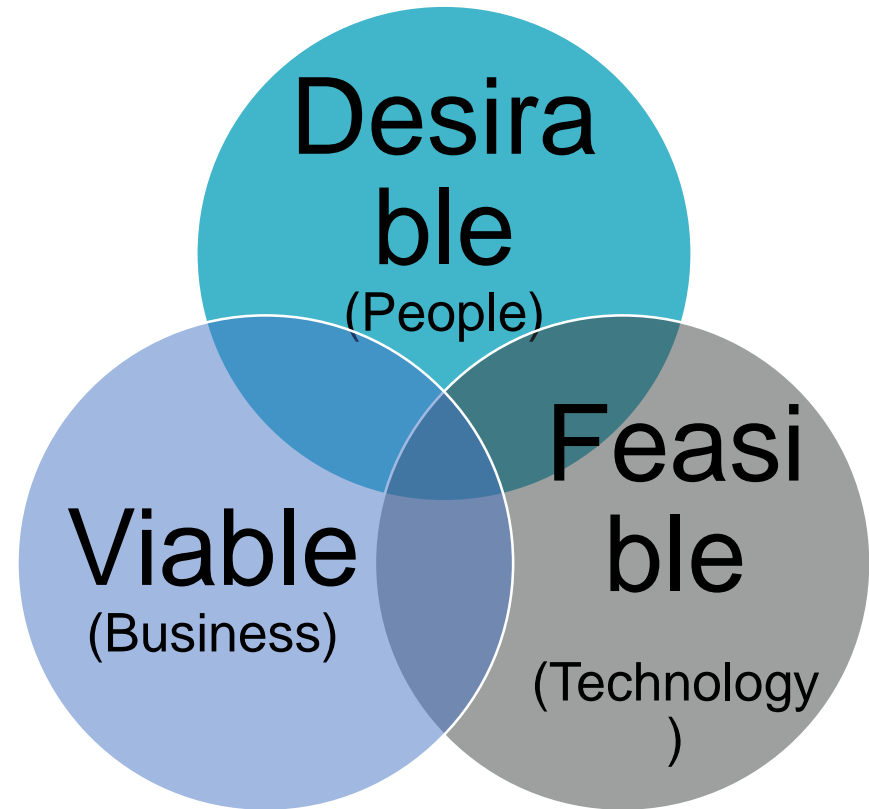
# How the data comes together



- In this view you can see and filter by your operational, transactional, and experiential data.
- This is where the rubber meets the road when it comes to breaking down the siloed data.

# Becoming predictive

Using Member  
Centered Design



# Human Centered Design

**Desirability:** What does Alice desire? Are you solving a problem that she has? Are you solving a problem in a way that is attractive to other people?

**Feasibility:** What is technically and organizationally feasible? Do we have the technology, talent, infrastructure, etc. to create and maintain this solution?

**Viability:** What can be financially viable? Can we justify the expenses of creating and maintaining this solution with revenue generated or elimination of other costs?

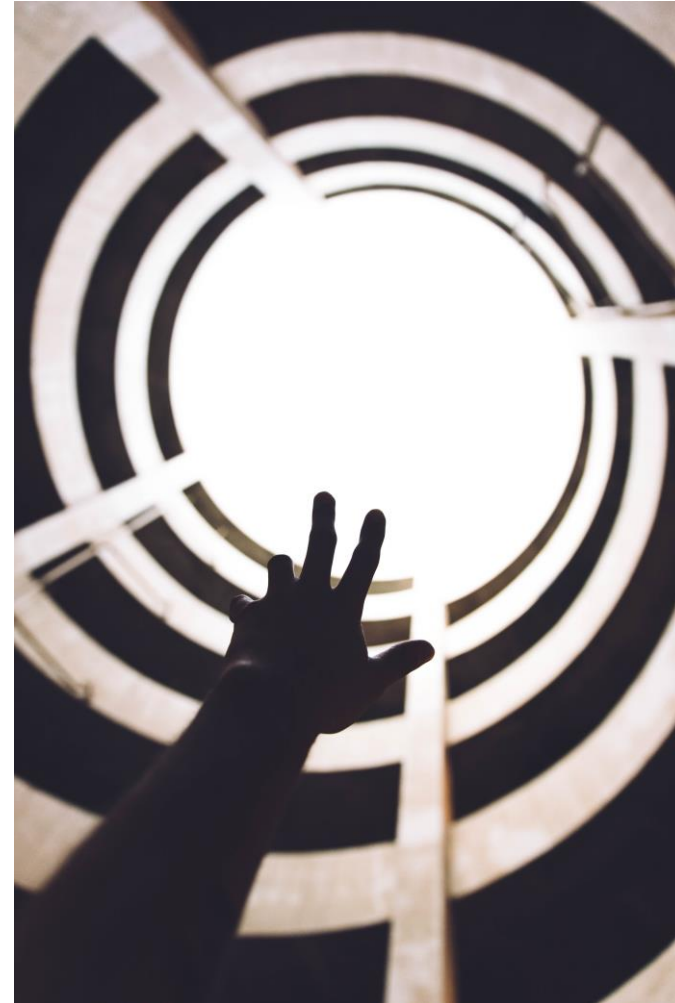


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# It begins with recognizing the human

- How can you design an experience that Alice will feel comfortable with?
  - Revise their loan policies
  - Greatly improve their website and mobile
  - Get rid of 5 checking accounts and only have one
  - Shop the competition

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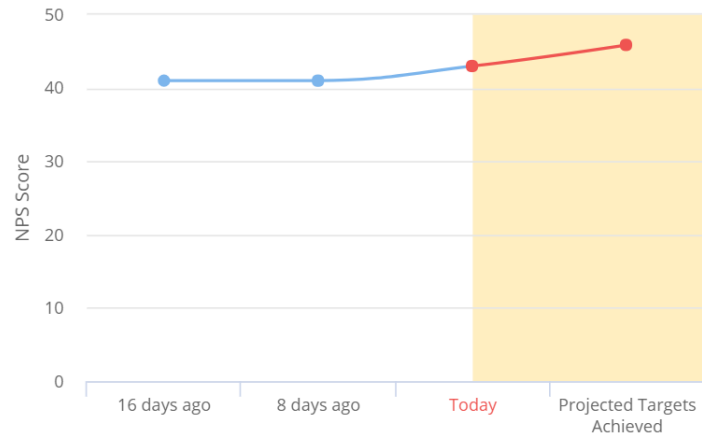
# Why predictive matters

SELECT PARAMETER

NPS

OBSERVATION

“On increasing Mortgage products you will be able to change your NPS from 43.00 to 45.88 (2.88).”



GO TO PATH ANALYSIS

CURRENT NPS

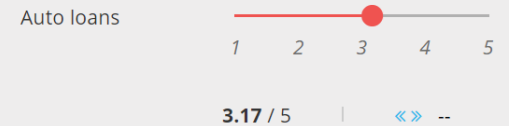
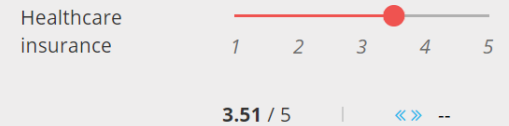
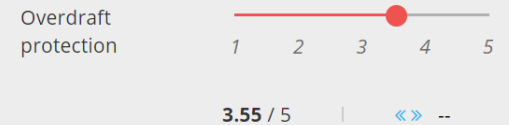
43.00

PROJECTED NPS

45.88

⬆️ 2.88

By projecting the ratings and scores below, you can visualize the impact of these parameters on the overall **NPS** score.



# Thank you!!



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## Take the Survey!!



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