

Business as Unusual: How Credit Unions and Members are responding to the COVID-19 crisis

Michelle Bloedorn, CEO, Member Loyalty Group

Dave Larson, CEO, Affinity Plus Credit Union

Natalie Reggio, Member Service Specialist, Credit Union of Southern California

CALLAHAN
ASSOCIATES
the credit union company

Knowledge. Insight. Strategy.

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

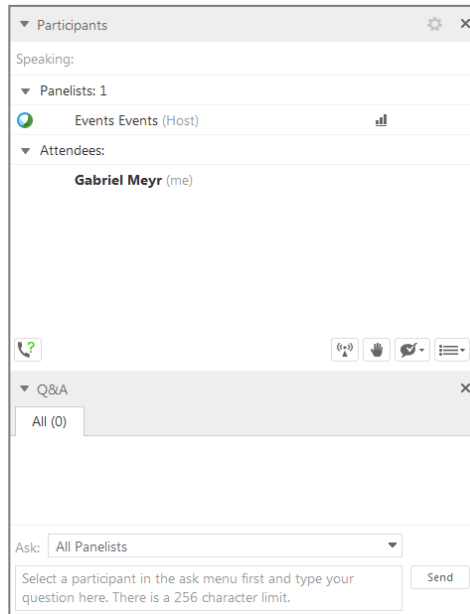
Enter access code: 662 957 410#

Slide Link

Today's slides can be found online at:

<http://bit.ly/2020-04-13-mlg>

We Encourage Questions



Use the

Questions Box

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

Tell Us What You Think!



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

Business as Unusual: How Credit Unions and Members are responding to the COVID-19 crisis

April 13, 2020



MEMBER LOYALTY GROUP

Today's Presenters



Michelle Bloedorn
CEO
Member Loyalty Group



Dave Larson
President & CEO
Affinity Plus Federal Credit Union



Natalie Reggio
Member Experience Specialist
Credit Union of Southern California



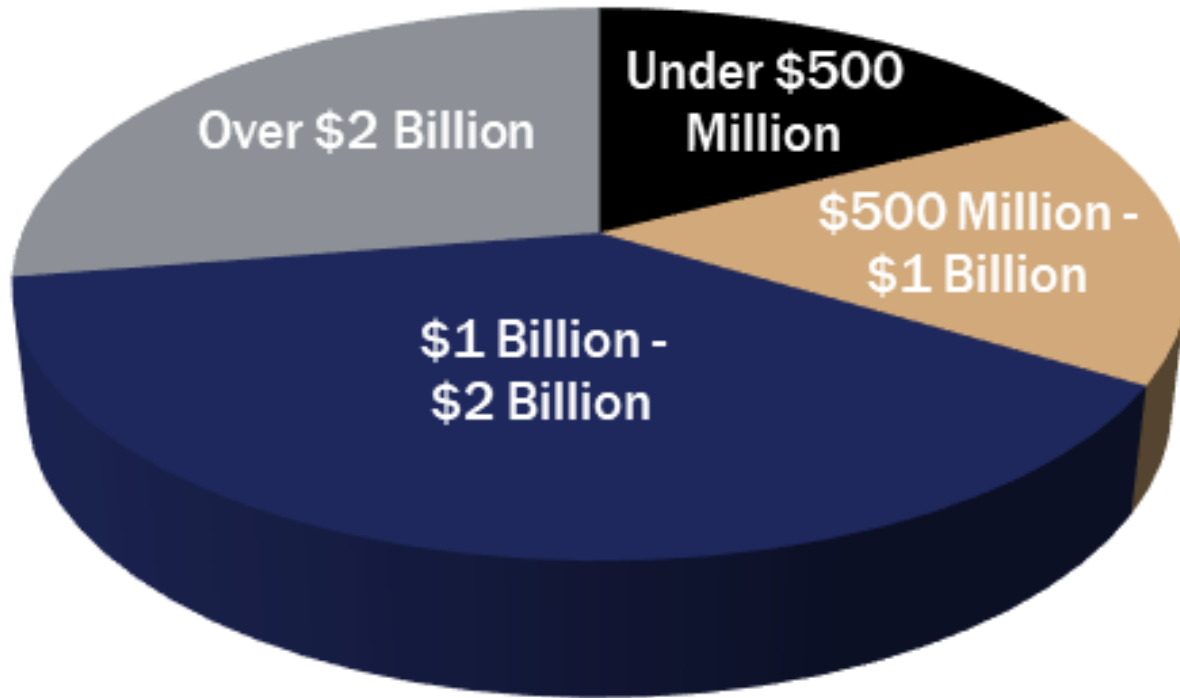
The **Member Loyalty Group** was established to provide a common Member Loyalty measurement across the credit union industry and to provide collaborative programs and services to support Member Loyalty initiatives at credit unions.



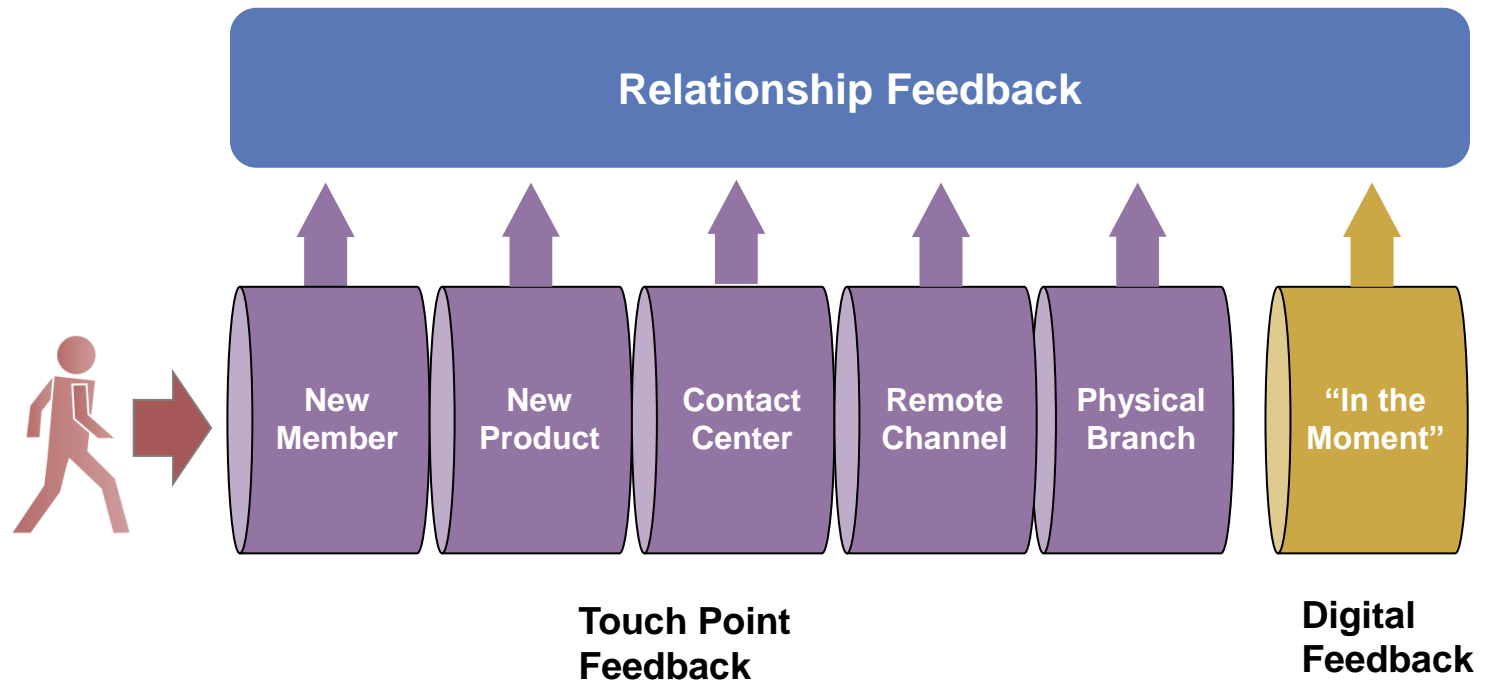
Member Loyalty Group Participants



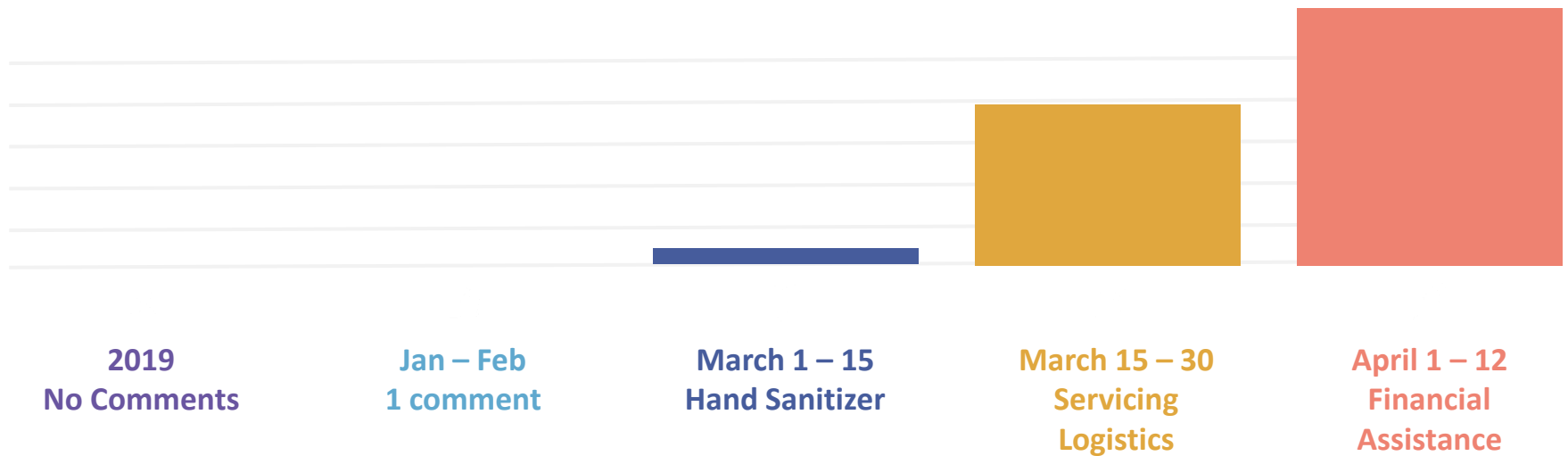
Participants by Asset Size



Member Feedback Touchpoints



Member Feedback Timeline COVID-19





Key Feedback Themes

Safety

Appreciation & Understanding

The Need For Financial Assistance

Concern For Staff

Drive-Through Issues

Fees, Rules & Processes



Safety

- **Availability of Hand Sanitizer at every station**
- **ATMs & ITMs need to be cleaned often and that schedule should be communicated**
- **Not enough distancing in lines or not enough staff at the window**
- **Members being left in the cold and rain outside while waiting to be admitted to branch**
- **Members being forced to come in to conduct some transactions**

Safety

With the covid19 pandemic I would expect more visible and consistent “wipe down disinfecting” after every member transaction”. Otherwise, nicely done, grasshoppers👍


I like that I can go in and out within 15 minutes. Also, that there is a distance due to the COVID 19, caring for the public is wonderful.

As of now with the covid19 pretty much turning into a full scale pandemic, the staff should wear gloves when handling money all money + transactions and probably have a sign to let people know to keep a certain distance from each other

...customer numbers in credit union and atm vestibules are limited, as they should be!
Thanks



Concern for Staff

- 
- **Staff without protective gear**
 - **Tellers handling cash**
 - **Staff not social distancing when letting members in and out of the service center**
 - **Concern about staff being stressed**
 - **Some Members are upset that staff is required to work in-person**



Concern for Staff

In this time of Covid19, please do what you are doing, but keep the staff safe


COVID 19. you continue to require your employees to work through this time. What you are doing puts your employees and the community at risk. What you are doing is irresponsible.

The credit union *should* be looking after its staff and that was evident.

Wishing all employees at the credit union good health !!

Appreciation & Understanding

- **Members are pleased that the credit union is still open to serve them**
- **They get why there is a wait and – for the most part – are understanding of it**
- **Good safety measures make them feel cared about**
- **They comment on how nice it is that staff is kind and caring under the circumstances**



Appreciation & Understanding

Since the lobby is closed due to the virus, I had to use the drive up service. There were about 4 cars in front of me in my line. I planned for this wait, so I did a lunch take out prior and ate it while I waited!

Call took a while to answer, but I think that is understandable due to Covid19

Thank you for remaining open and serving our banking needs during this scary time w COVID19. Thank you for figuring out a safe way to meet banking needs while keeping employees & public safe. You're Appreciated!

I was completely satisfied, even with the virus precautions, which I appreciate.

Everyone was great. Because of the coronavirus, the staff is handling everything as well as they can. I'm proud of all of them at the CU office.be safe.

Appreciation & Understanding

I would like to applaud your staff for not only being friendly and helpful during this time of need but for being as fast and efficient as possible. Although the drive thru lines are long, we should all expect that due to the current state of not only the State but the Country and World. We're all stressed and worried at this current moment. However, when I finally get helped it's like a breath of fresh air when seeing the smiles on their faces and to hear the tone of their voices not being affected by this pandemic. Not only are they professional but they make the wait on line worth it. Thank you!

Drive-Through Issues

- Long waits in line are frustrating
- Members would like staff to help manage the flow
- People are asking that more staff man the drive-through to speed things up
- They feel like all lanes should be open
- It feels unsanitary. The cartridge, pens, etc. should be cleaned after each Member and should be communicated.
- Extended hours would help some Members and alleviate the wait
- Members seek a slightly more “personal” experience

Drive-Through Issues

The Drive Thru is slower than a turtle. Doesn't help to have one person working three lanes since the building is closed.


During this shut down period, I have come to the drive thru and have had long wait times with only 2 of the 3 drive thru lanes open. I understand that no one is able to come in and that you are handling more complex transactions, but I think all 3 lanes should be open if at all possible.

Better control over the drive-thru while the office is by appointment only. Put an expediter out to take cash only or deposit only transactions. Or make a line available for those types of transactions only.

With covid, would like later drive thru hours

Drive-Through Issues

I think it's great that you are limiting the number of people inside the facility to protect your staff and customers. However, the drive thru system doesn't protect customers who may not have gloves or hand sanitizer due to the shortage. Customer after customer touches the tube that gets sent to your employees along the *one* pen and countless papers/forms inside. Is it being disinfected after encounter on your end? If disinfecting after each interaction with a customer isn't in practice it should be because even if your employees are wearing gloves they risk cross contamination potentially infecting customers. If that is something that is being done it should be communicated to each person for piece of mind.



The Need for Financial Assistance

- **Members are having trouble reaching folks to talk to about assistance**
- **Frontline staff are not always knowledgeable about assistance options**
- **Frustration about being denied for small dollar Covid-19 loans**
- **Appreciation for Skip-a-Pay and other payment deferrals**
- **Members feel the credit union should be stepping up to help “in these times.”**



The Need for Financial Assistance

Help me thru this corona virus thing

I lost my job and just recently started a loan for a car but since my loan is new there is zero lenience for my car loan. I find this absolutely disheartening as we are in a pandemic that is no fault of bank members and are helpless to outcomes. There should absolutely be more lenience to those who need it in some kind of way.

You gave me relief to get food and pay utilities for a month

Skipapay during Coronavirus crises and at the holidays has been a lifesaver!

With the Covid 19 going around the CU was quick to put customers needs first by deferring payments on loans

Fees, Rules & Procedures

- **There is an expectation that the credit unions be flexible with rules and procedures under the circumstances**
- **Fees feel egregious during a pandemic**
- **Deposit limits on remote deposit are requiring people to come in when they do not want to or cannot**
- **Small business owners are frustrated that some services they require are not available**

Fees, Rules & Procedures

My only issue is with the requirement for in person notary and signing. Given the state of things with the Coronavirus, this is a very dangerous and unnecessary risk. I hope a safer alternative can be found.

More training. I called to defer payments due to Covid19 and the person that helped me could not do that. He couldn't find anyone that knew how. We are still waiting on a call back to do this. Other banks make it very easy.

During a global pandemic ,when so many Americans are out of work, you shouldn't be charging People to transfer their own money from their Christmas Club accounts to checking. It is disgusting to do that

I needed to make a deposit of \$3,000 but online I could only do \$2,500 max. They should have changed that to a higher dollar amount during this period of covid 19. I had to leave my home and go to the bank just to make the deposit. This was a bank check

using COVID-19 social distancing protocols, meet the surviving spouse who has the official other spouse death certificate outside at a place in the parking lot



Most Importantly...

Please, please, I'm begging you: Don't go under because of this virus. We need more small banks to stay open and operational!

AFFINITY PLUS RESPONSE *COVID-19*



Dave Larson
President & CEO
Affinity Plus Federal Credit Union



AFFINITY PLUS
FEDERAL CREDIT UNION

FOR MEMBERS

- Safety/our role first
- Updated members regularly
- No fees through May 1
- COVID-19 Relief
- Recovery Loans for individual & small businesses
- Increase credit card limits
- Proactive reachout



FOR COMMUNITY

- Donation to food shelves
- Encourage members to donate their points
- Red Cross Blood Drive
- Used existing channels/influence

myplus
rewards



second harvest
HEARTLAND

A
AFFINITY PLUS
FEDERAL CREDIT UNION

FOR

EMPLOYEES



- Mobilized 500+ employees
- Leadership alignment
- All-Employee Calls
- Added 40 hours PTO related to COVID-19; Additional sick time
- Care packages to employees



Credit Union of
Southern California
BUILDING BETTER LIVES®

Efforts for Employees During COVID-19

Natalie Reggio

Member Experience Specialist

Team Member Resources

- \$1,000 Bonus
- Working Remotely
- Crisis Communication Site
- Front-line team members being paid for 5 days; however, only working 4
- Reduced Branch Hours
- \$1,500 Pre-qualified Loan
- Precautionary Equipment
- Phone and Internet Reimbursement
- 80 hours of Paid Emergency Sick Leave



Team Member Engagement

- CEO Sunday Chats
- Virtual Spirit Week
- Casual Dress
- Front-line Hero Weekly Emails
- Surprise Hero Kits
- Weekly Lunch Delivery
- Easter Egg Hunt



Thank
you

