



BUILDING MEMBER PERSONAS THAT DRIVE GROWTH



Our Speakers



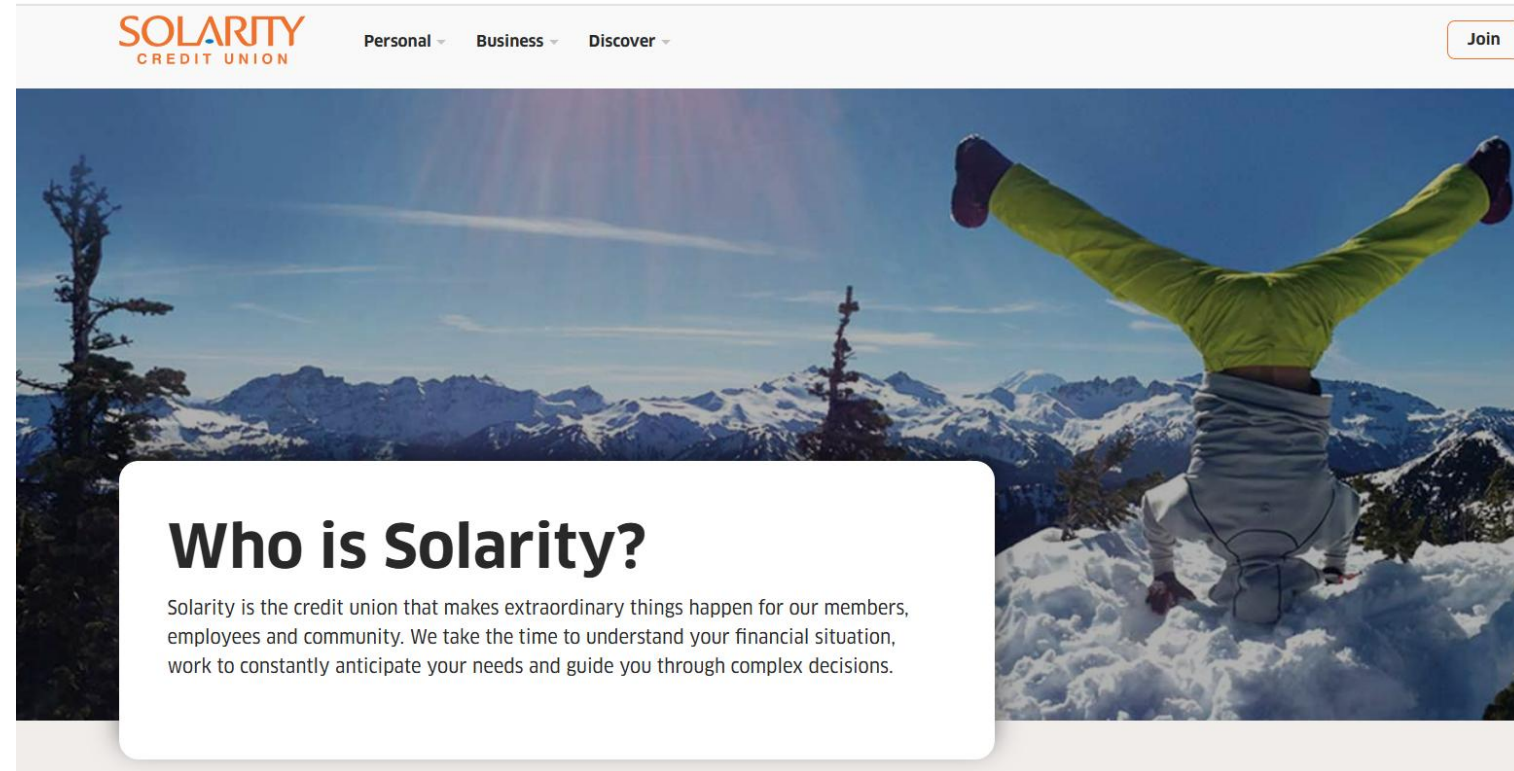
Mina Worthington
President and CEO
Solarity Credit Union



David Eldred
Chief Growth Officer
Solarity Credit Union

About Solarity Credit Union

- Yakima, WA
- Over \$800M in assets
- 48,000 members
- 126 FTEs
- 5 branches

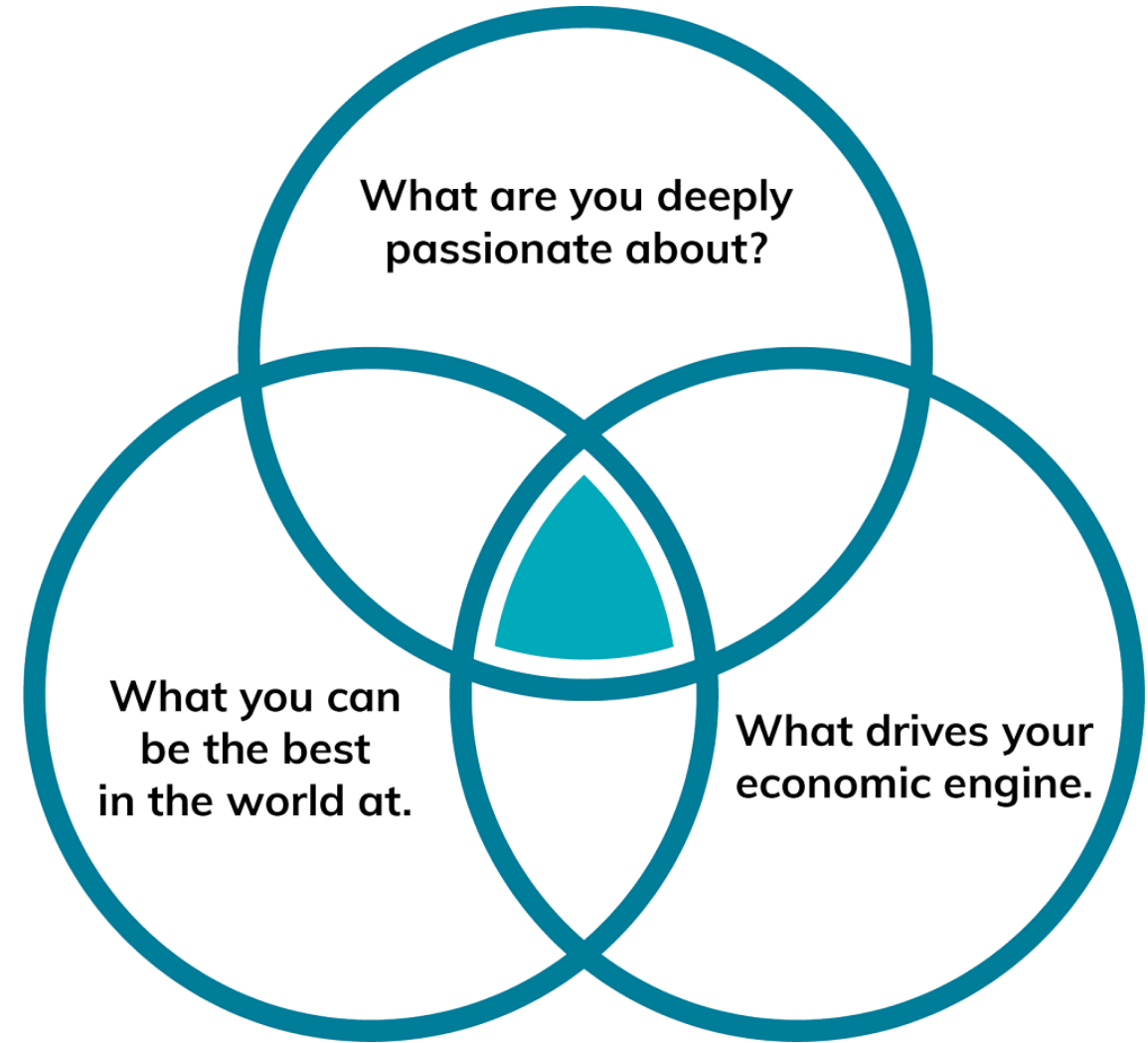


No, but Really, Who is Solarity?



A Recipe for Success

- Consumers evaluate relationships on a variety of factors
- Being “All Things To All Members” is recipe for mediocrity
- Finding your center creates focus



Strategic Considerations

- Create a differentiated member experience.
- Cater to highly engaged members.
- Encourage better job satisfaction for our staff.
- Understand our member segments deeply.
- Keep mission top of mind.





VS



DIGITAL TRANSACTIONS

BRANCH TRANSACTIONS



**Digital Dave
& Self-Serve Sally**

100%-95% Digital



**Casual
Kate**

94%-51% Digital



**Dependent
Daniel**

49%-1% Digital



**Branch
Betty**

0% Digital

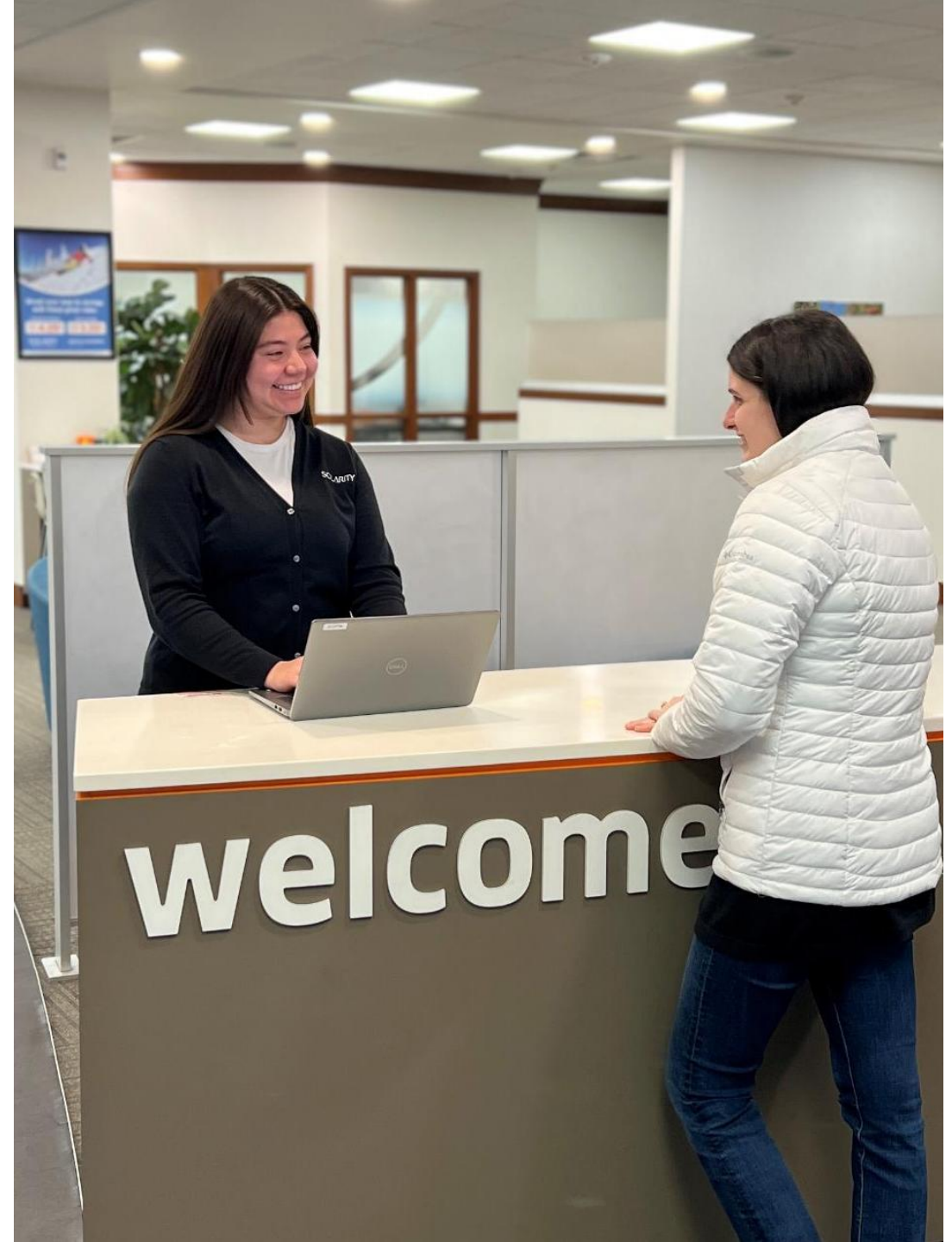


**Disengaged
Deborah**

No Transactions

Making a Difference for Members

- Defining “High-Value Interactions”



A Better Way to Bank



Aligning the Organization

- No more lines in lobbies
- Digital Dave as Target Persona
- Changes spanned the entire organization

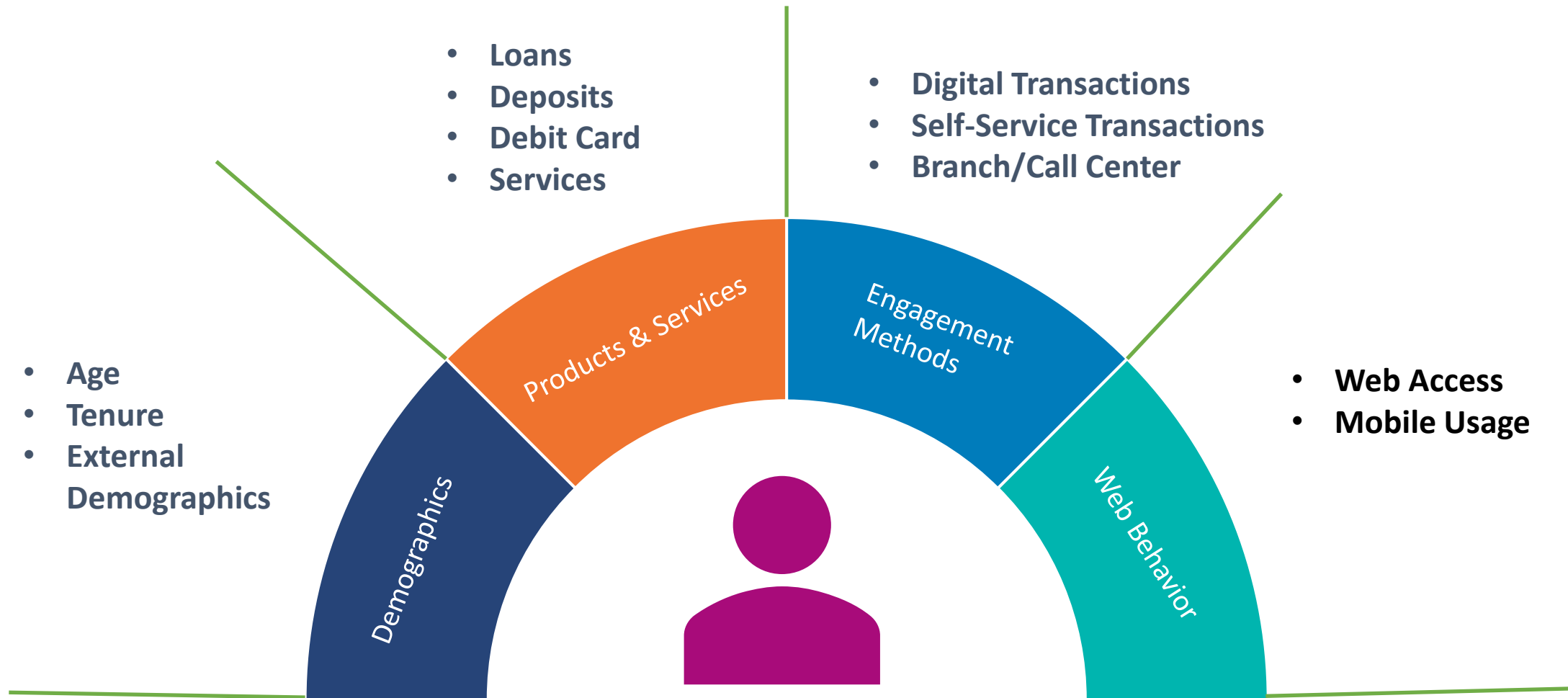


Problems Emerged

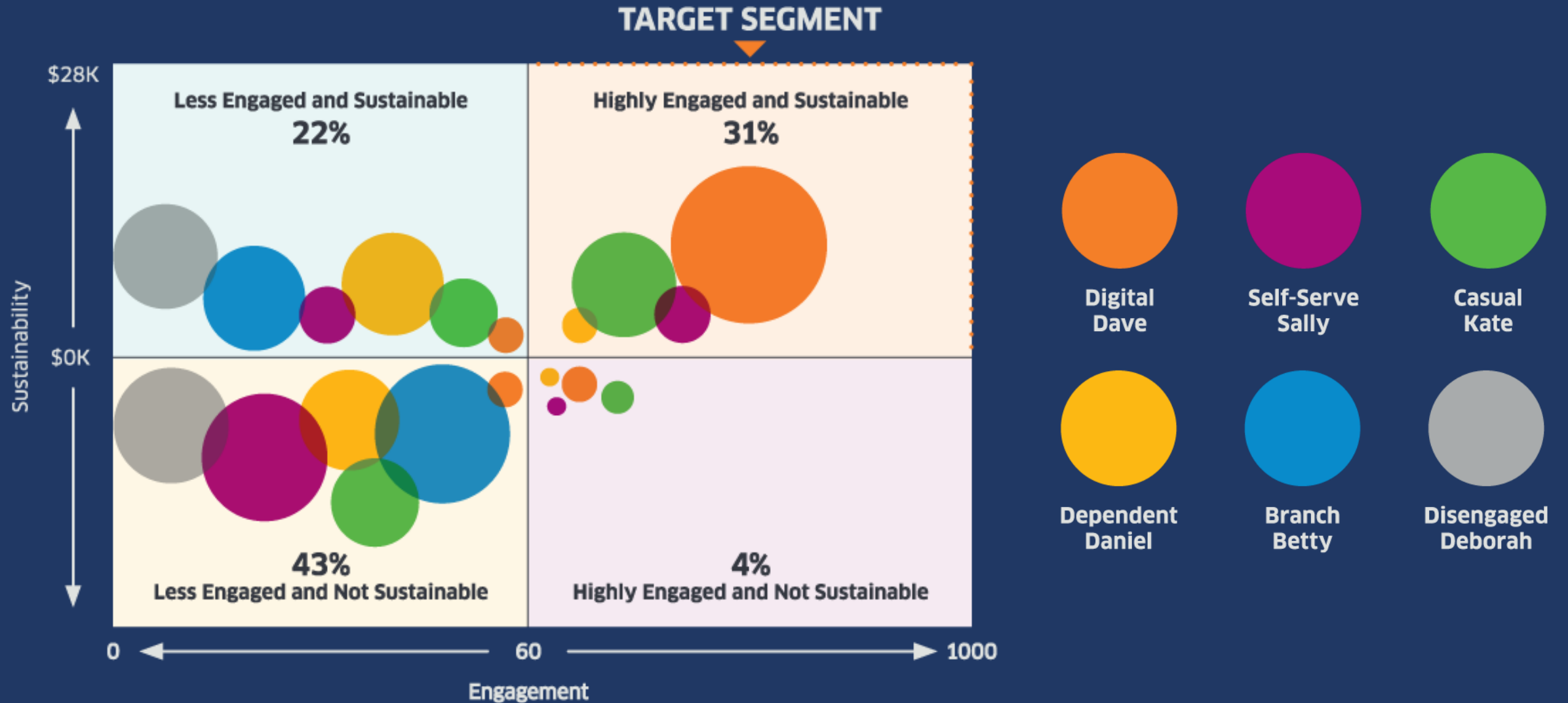
- Some Digital Daves didn't like the changes
- Segmentation model was too simplistic
- More data was needed to deeply understand members



A More Robust Model Emerged

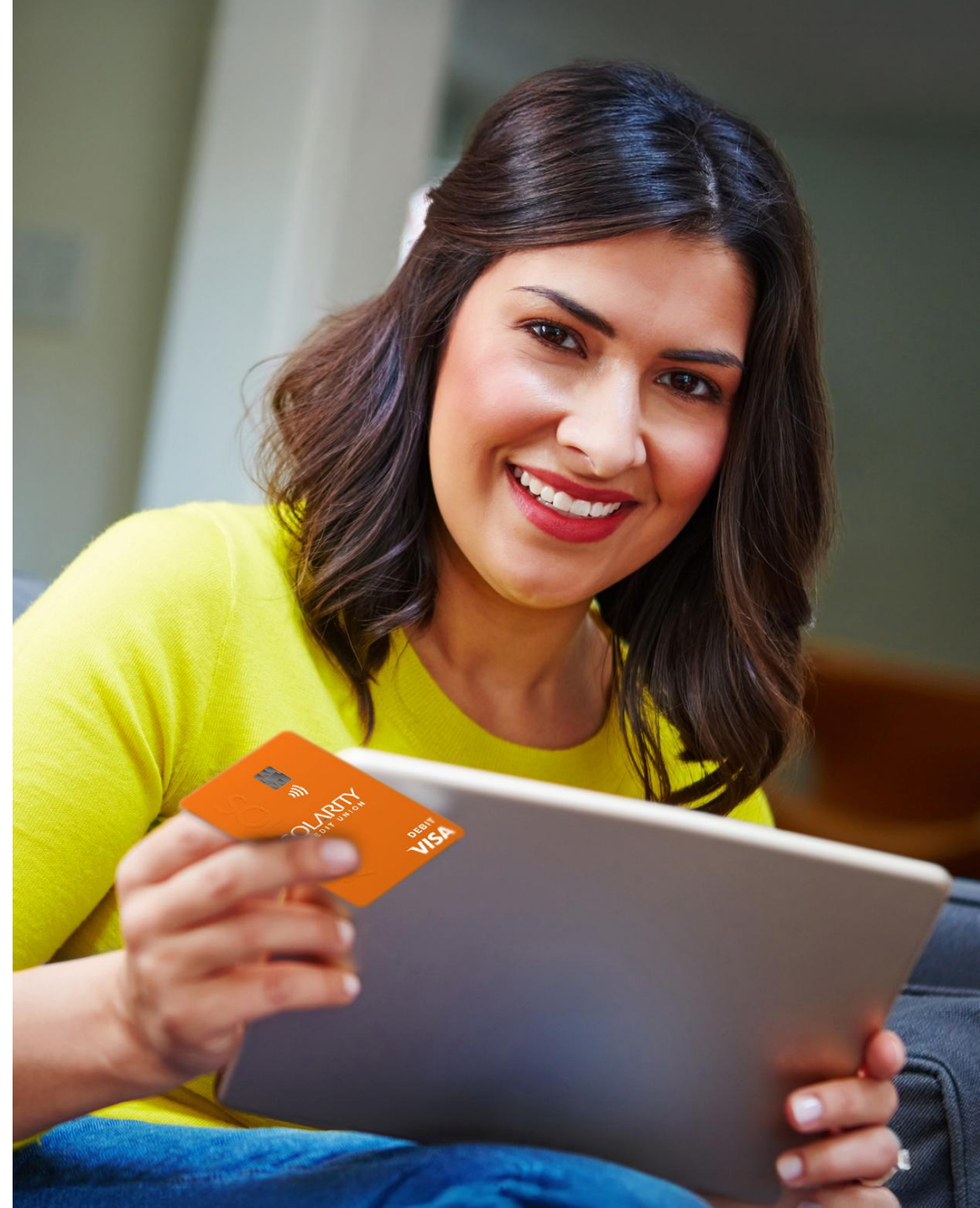


Engagement & Sustainability Model of Segmentation



Meet Our New Target Persona: Engaged Elena

- Fictional representation of our ideal member
- Net Promoter Score is 46% higher than other members
- Cross-sell ratio is 6.40 compared to 4.5 for other members



Staff Engagement

- More quality time with members
- 50% reduction in front-office turnover



Member Feedback

- New branch in a new market



New Brand Campaign: Brighter Banking

The advertisement features a warm, orange-toned background with a couple sitting on a couch. The woman, with curly hair, is pointing at a tablet held by the man, who is looking at it intently. The scene is set in a cozy living room with a plant and a lamp in the background. The Solarity Credit Union logo is in the top left, and the tagline 'Brighter Banking' is prominently displayed in large white letters. Below it, the text 'Confident decisions start with expert guidance' is written in a smaller font. At the bottom, a green banner contains the phrase 'THAT'S BRIGHTER BANKING. THAT'S SOLARITY.' and the text 'FEDERALLY INSURED BY NCUA' is at the very bottom right.

SOLARITY
CREDIT UNION

BRIGHTER BANKING

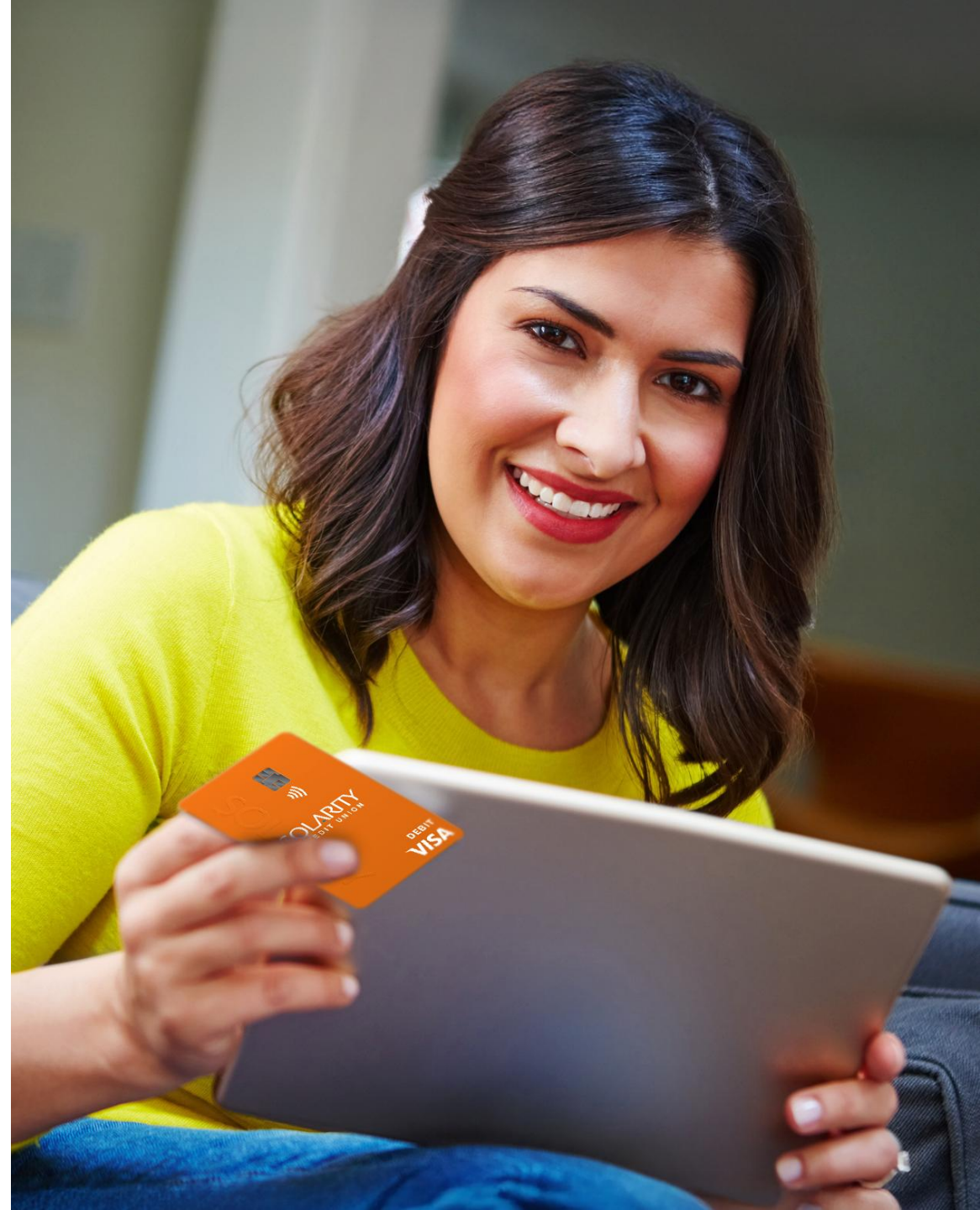
Confident decisions start
with expert guidance

THAT'S BRIGHTER BANKING. THAT'S SOLARITY.

FEDERALLY INSURED BY NCUA

Results that Matter

- Completely tellerless operations
- Increased cross-sell ratio to 7.14 for Target Segment
- Reduced front-line staff turnover by 50%
- Increased highly engaged & sustainable membership to 36%



Q&A Discussion Period

THANK YOU FOR WATCHING



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