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# Media Release

From: Jim Kelly / Chief Marketing Officer (319) 341-2108

RE: Hit and Misses

Date: March 4, 2021

CC:

In a move to be more transparent with members, GreenState Credit Union recently opened a new section of their website that publicly shares their successes and mistakes.

Titled *Hits and Misses*, the page openly shares the mistakes that have been made and what the credit union is doing to address them.

“It’s more than just telling your members that you are trying to improve,” commented Jim Kelly, GreenState’s Chief Marketing Officer. “It’s admitting to them that you probably should have done something about it before it became an issue.”

“Members are the owners. So, it makes perfect sense that you tell them that you are listening to their concerns and trying to address them,” commented Kelly.

Member reaction to it has been overwhelmingly positive, and the candor is appreciated. But more surprising has been the reaction from the GreenState employees. “I didn’t anticipate the reaction that we’ve received from staff, particularly our younger staff,” added Kelly. “They regularly comment that they love the page and that they are very proud to work for an organization that doesn’t just spin the bad news, but instead is willing to admit the errors and share what we are doing to address them.”

The page is young now, but the list will grow with both hits and misses as time passes. Staff with member contact are asked to regularly report back to marketing what the friction points are. “GreenState has a bright future, but we will drop the ball from time to time. And when we do, we will own it, share it, and fix it.”

GreenState Credit Union is based in Iowa and serves over 265,000 members with 24 office locations. Formed in 1938, it is $7.3 billion in assets and has 623 employees. Its NPS score is currently 74. Its eNPS score is 67.