

# How Covid-19 has impacted the Member Experience

September 2020



• MEMBER LOYALTY GROUP

# Can You Hear Me?

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Dial: +1 (415) 655-0003

Enter access code: 127 528 2724#

# Slide Link

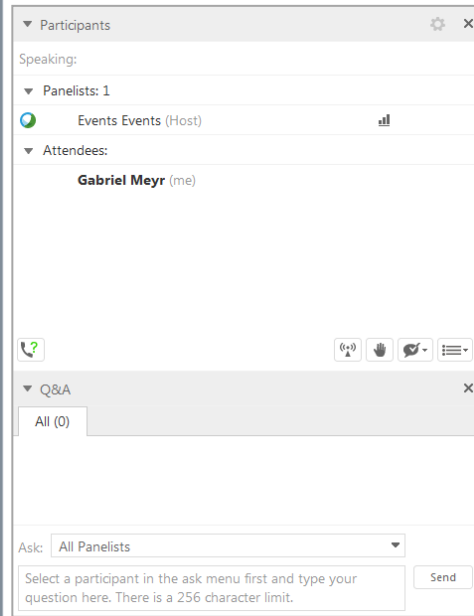
Today's slides can be found online at:

<http://bit.ly/2020-09-10-mlg>



• MEMBER LOYALTY GROUP

# 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!**

# How Covid-19 has impacted the Member Experience

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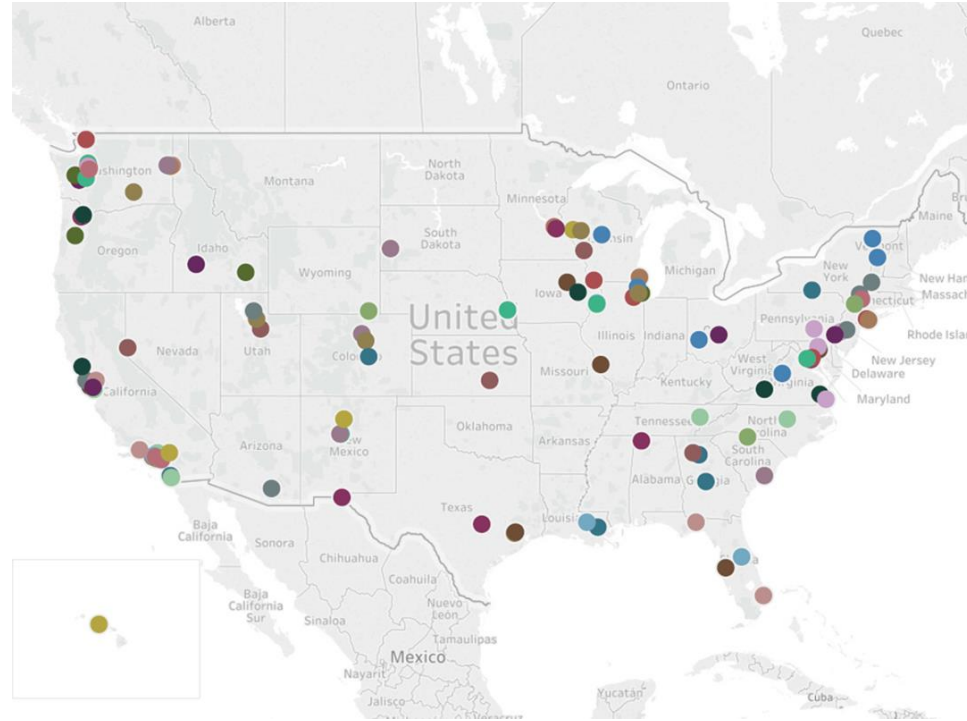
• MEMBER LOYALTY GROUP

# Member Loyalty Group

**\$**  
**250B**



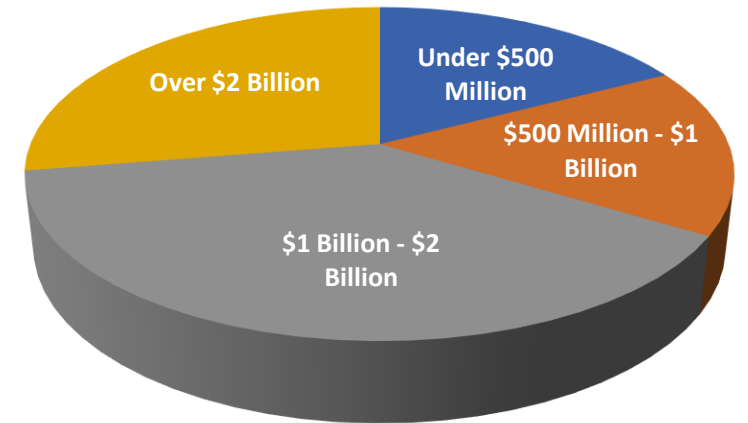
**22M**



**145+**  
**CUs**



**6.5M**



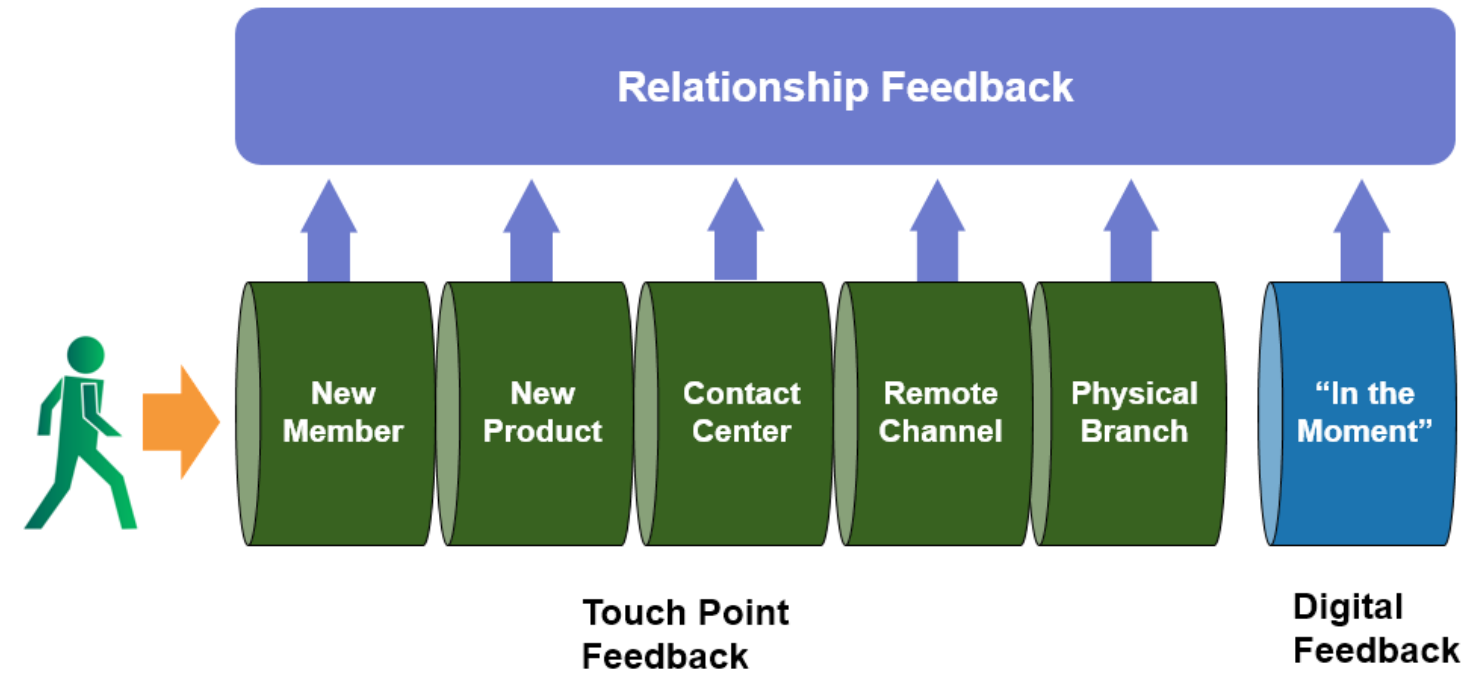
# Feedback is a gift

*“Your most  
unhappy customers  
are your greatest  
source of learning.”  
-Bill Gates*

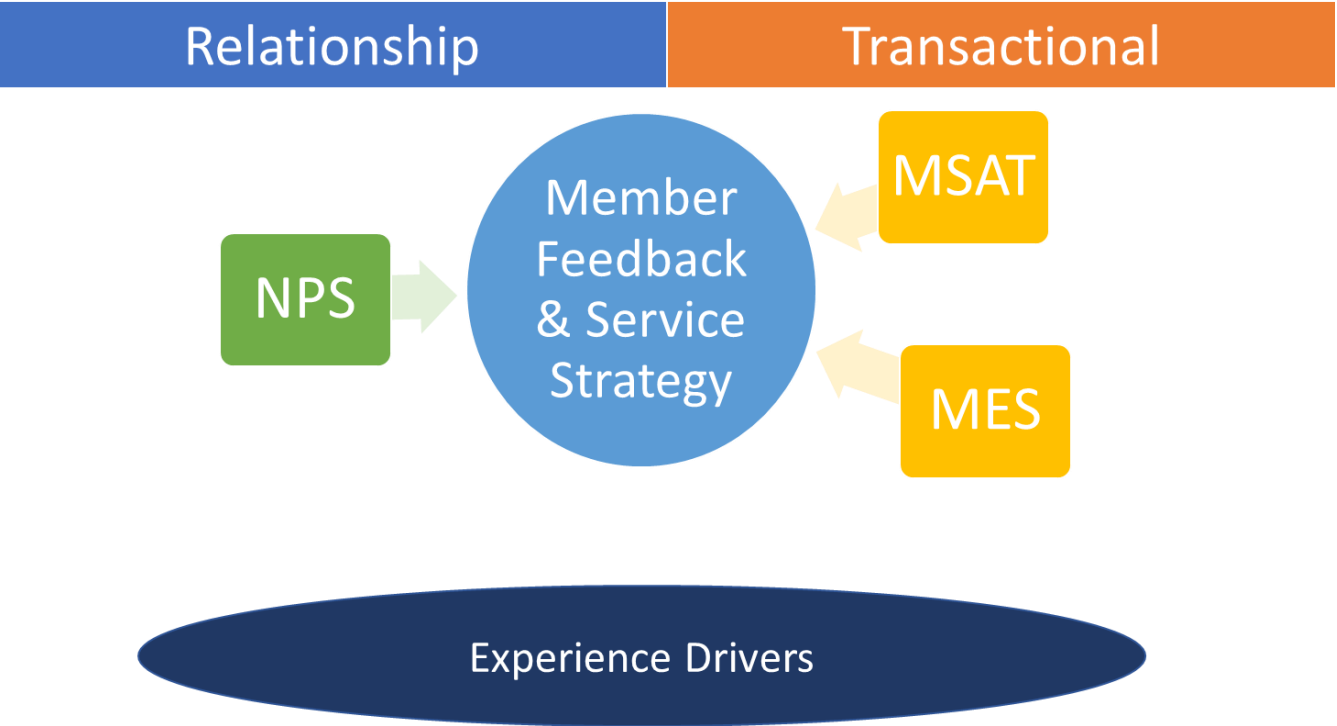




# Listening Posts



# Measures

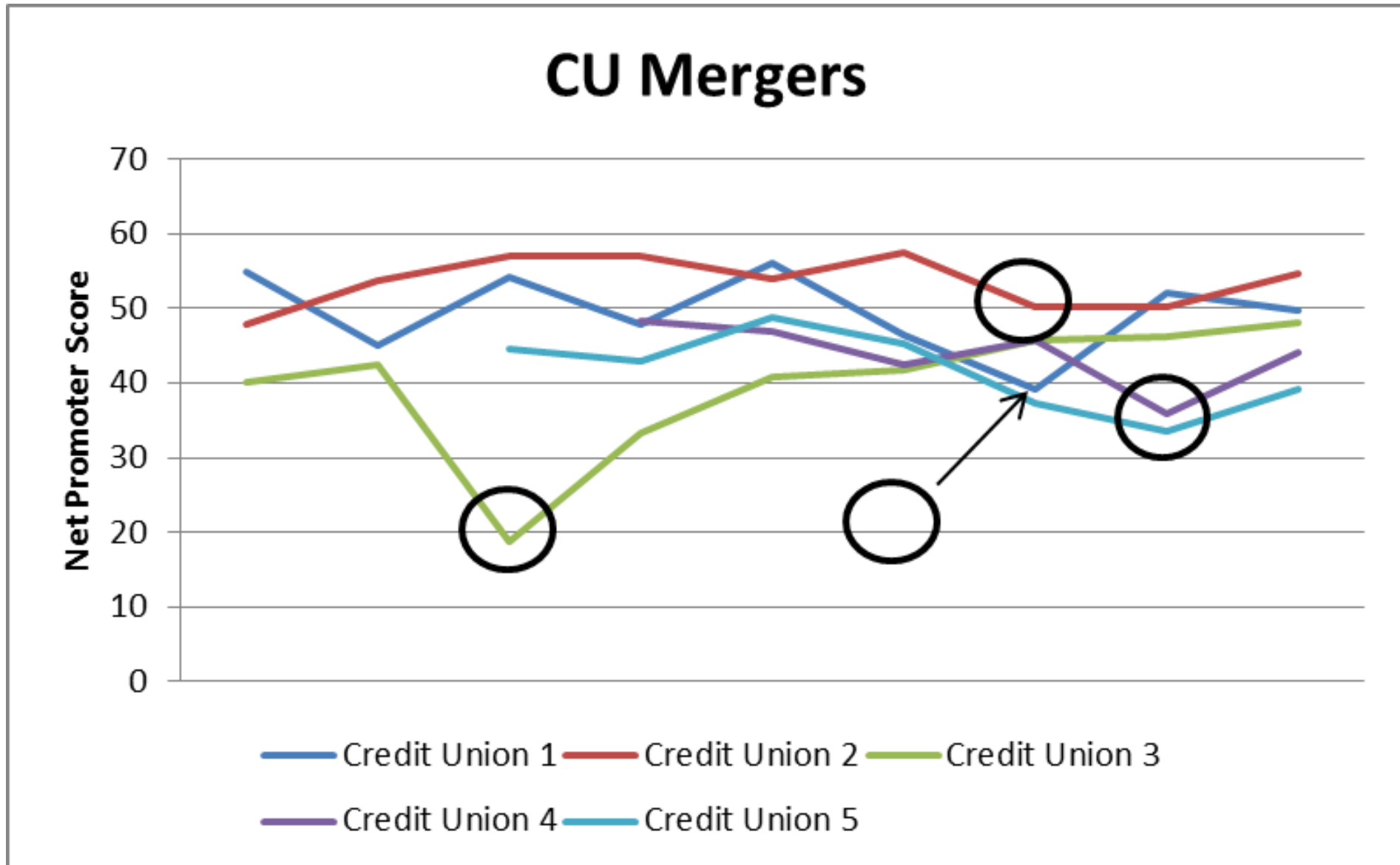


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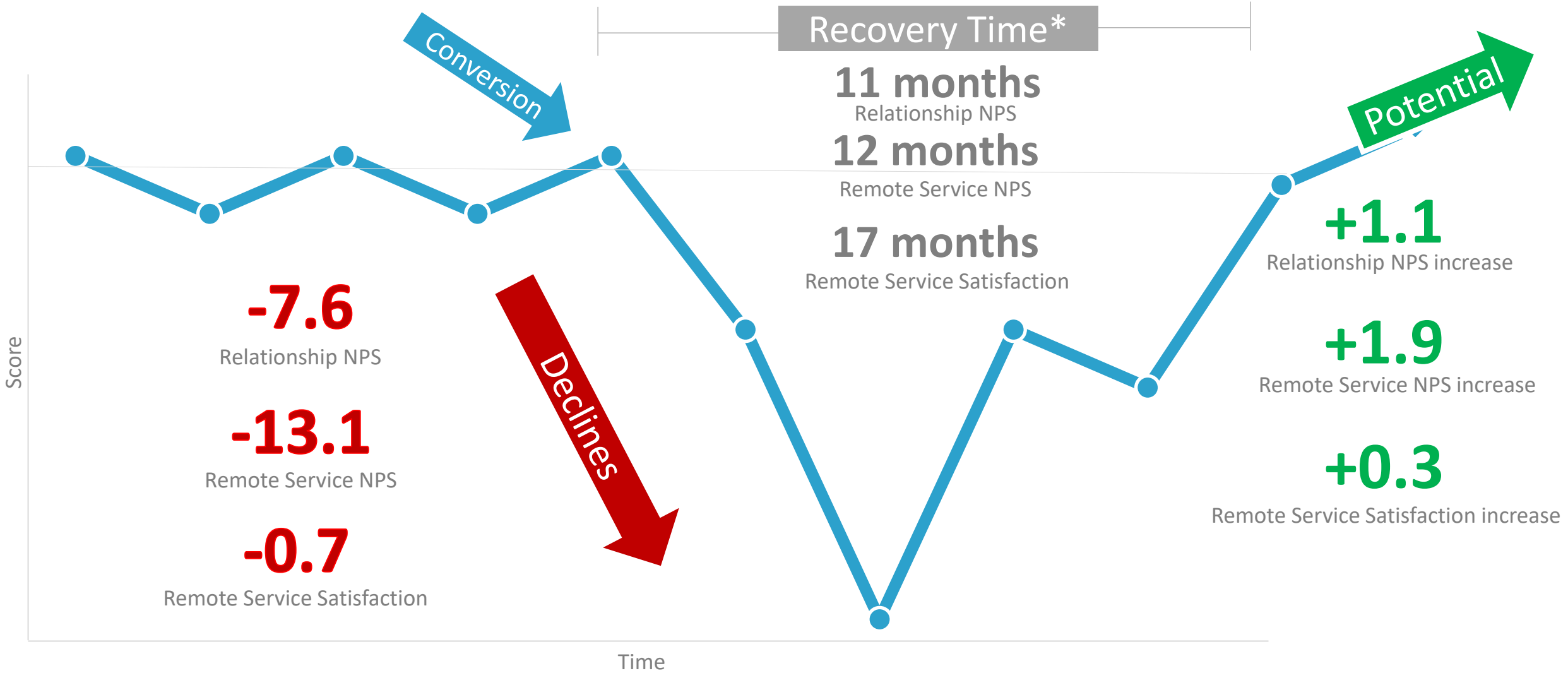
# Impact of **Big Changes** on Member Loyalty and Satisfaction



# Big Changes Affect NPS

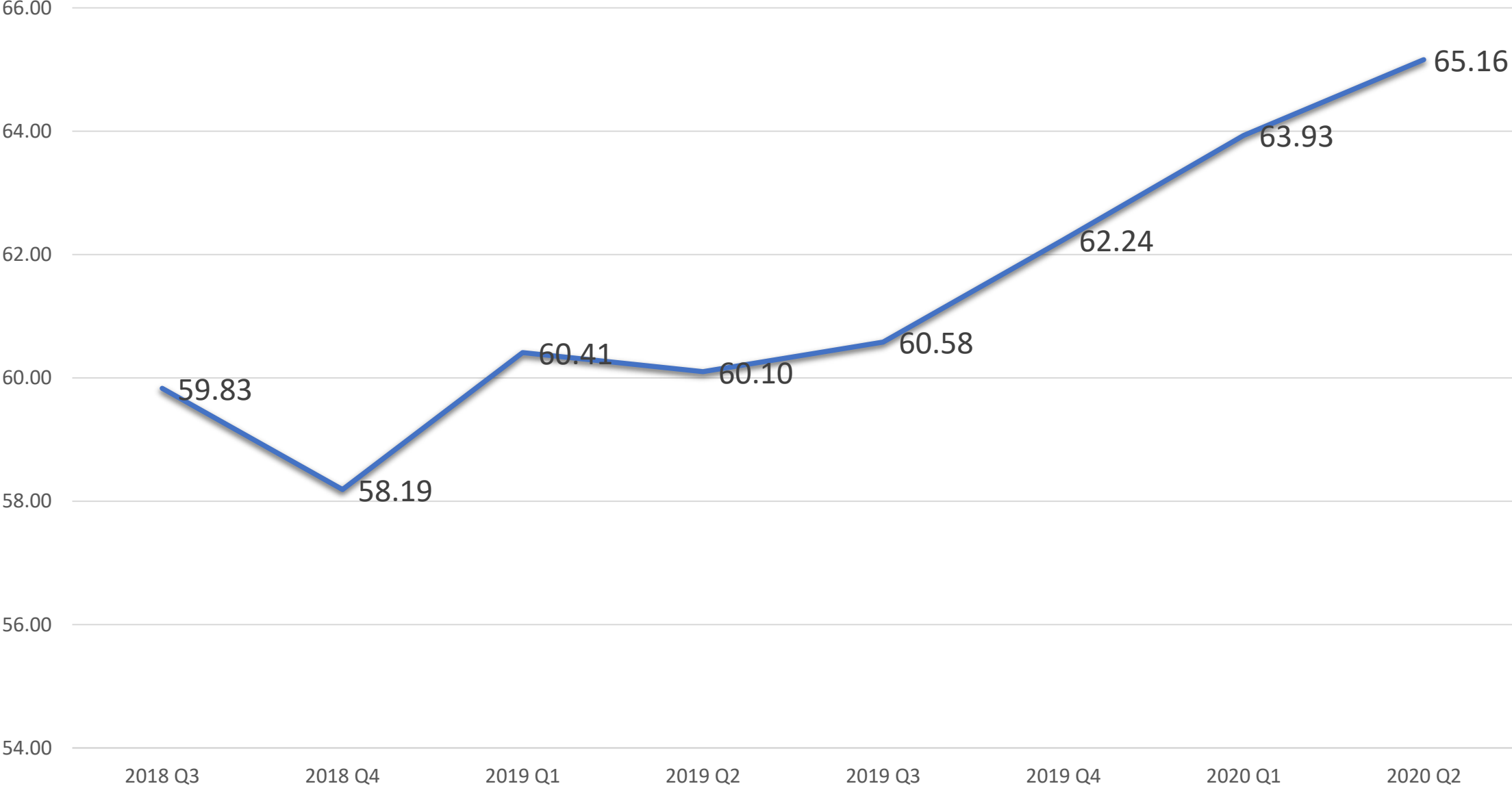


# Online Banking Conversions

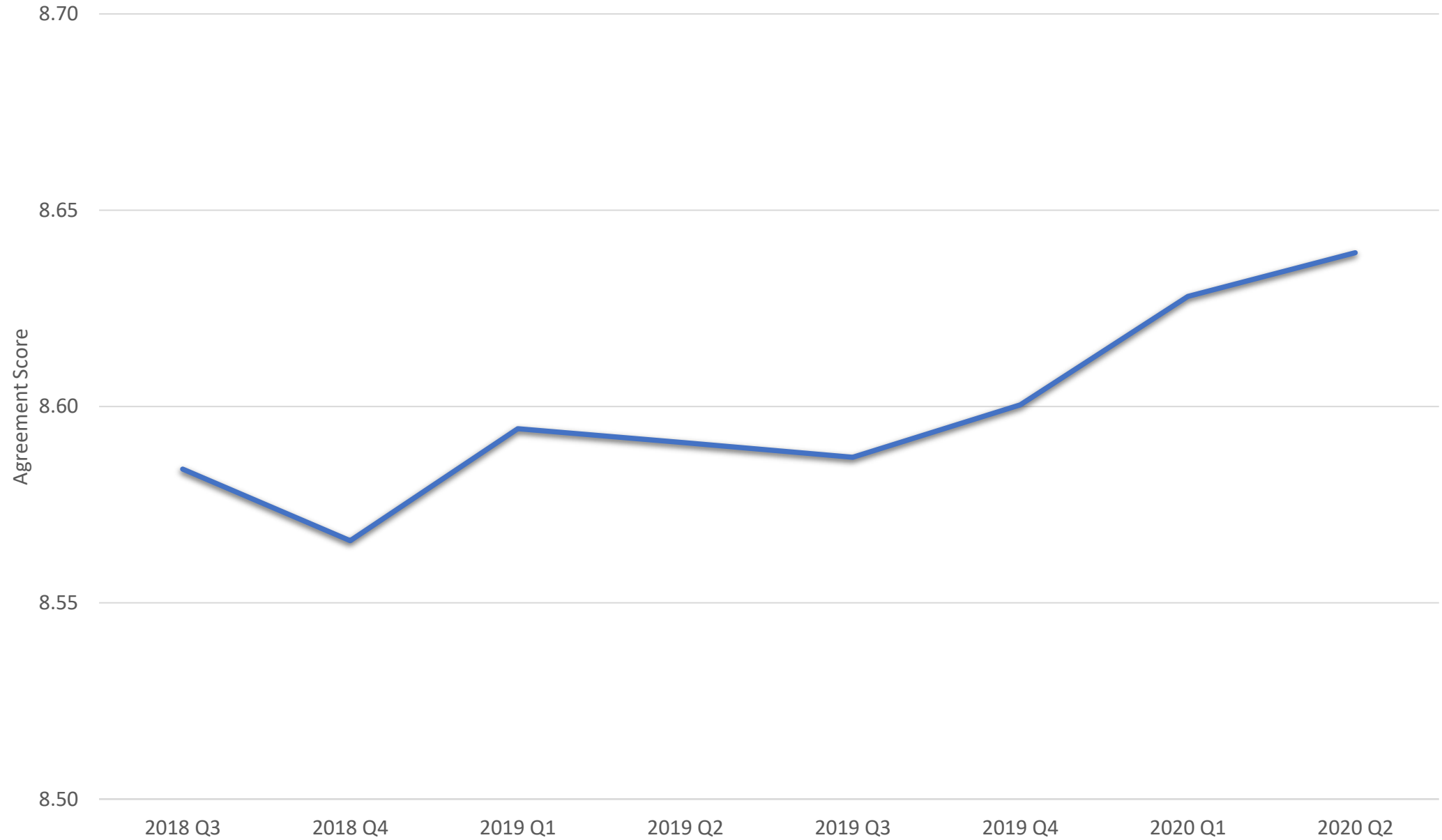


Values obtained by averaging scores among Member Loyalty Group participants that changed their home banking platforms.  
 \* Based on quarterly data. 38% of credit unions did not experience a decline in Relationship NPS and therefore did not have a recovery period.

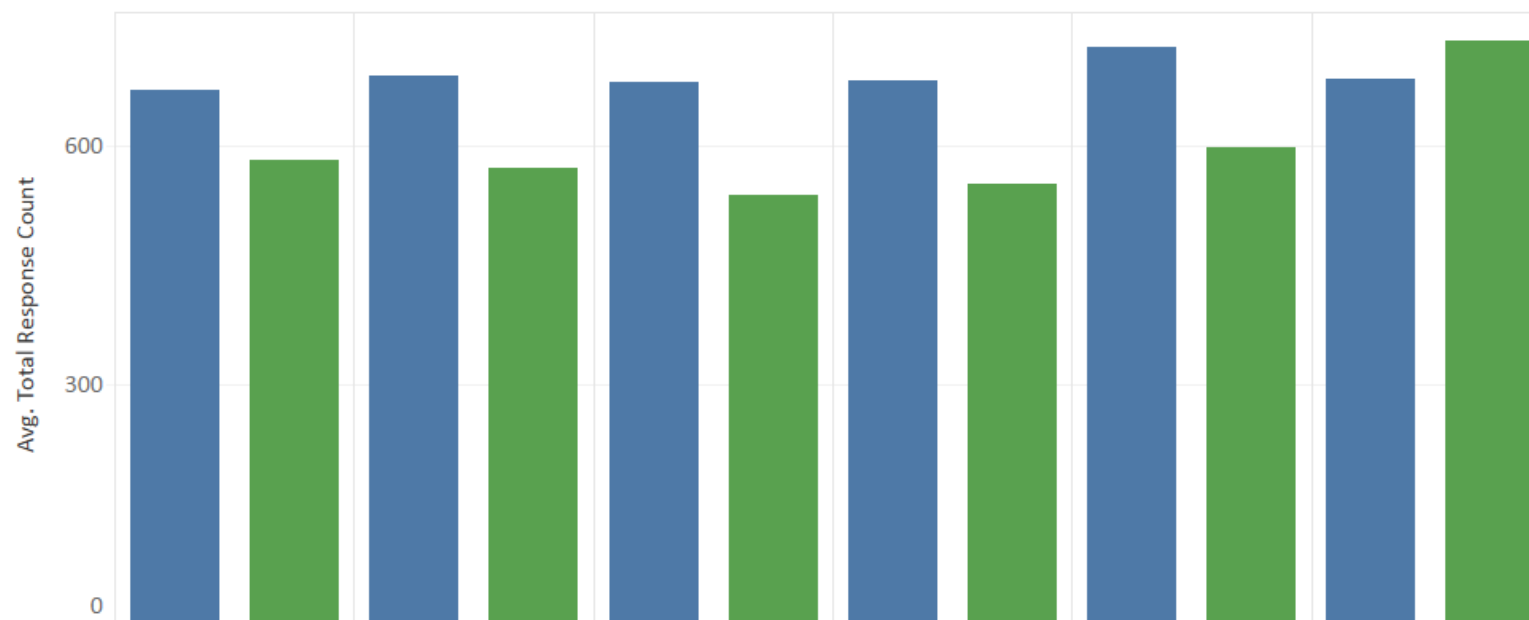
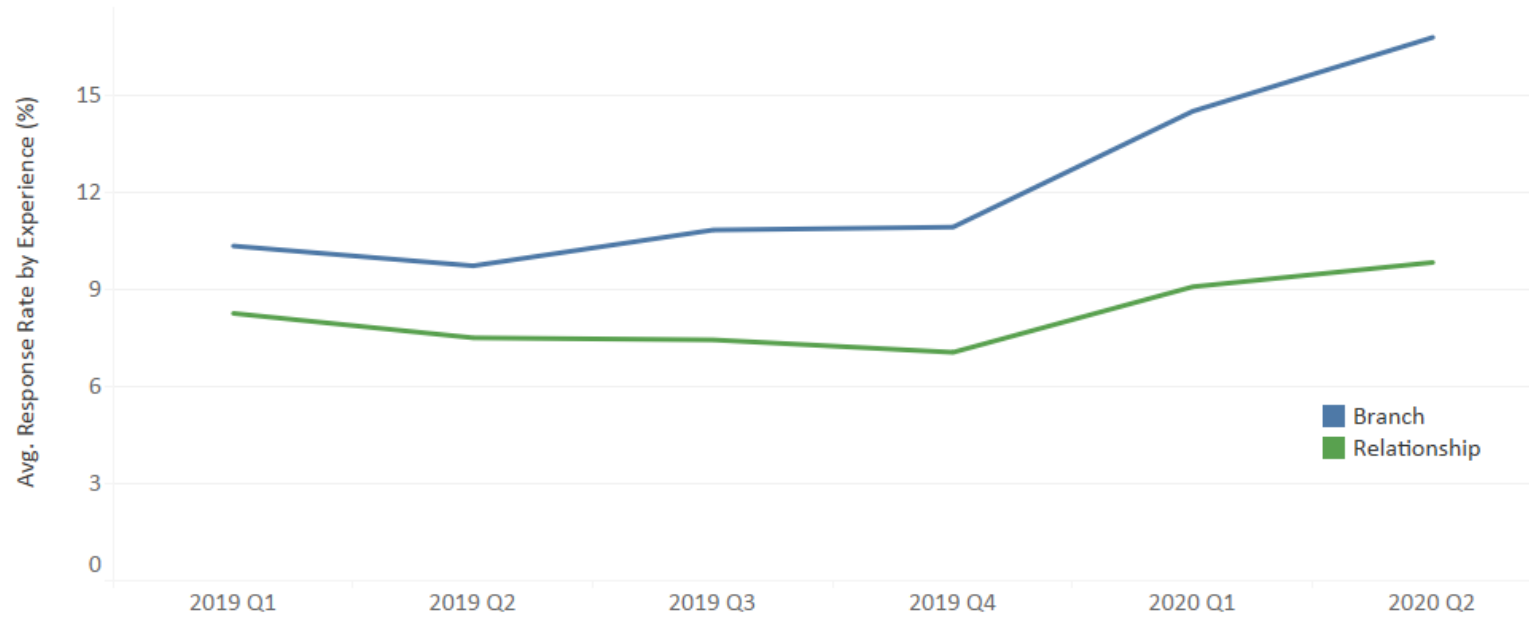
# Relationship Net Promoter



# The CU Acts in My Best Interest

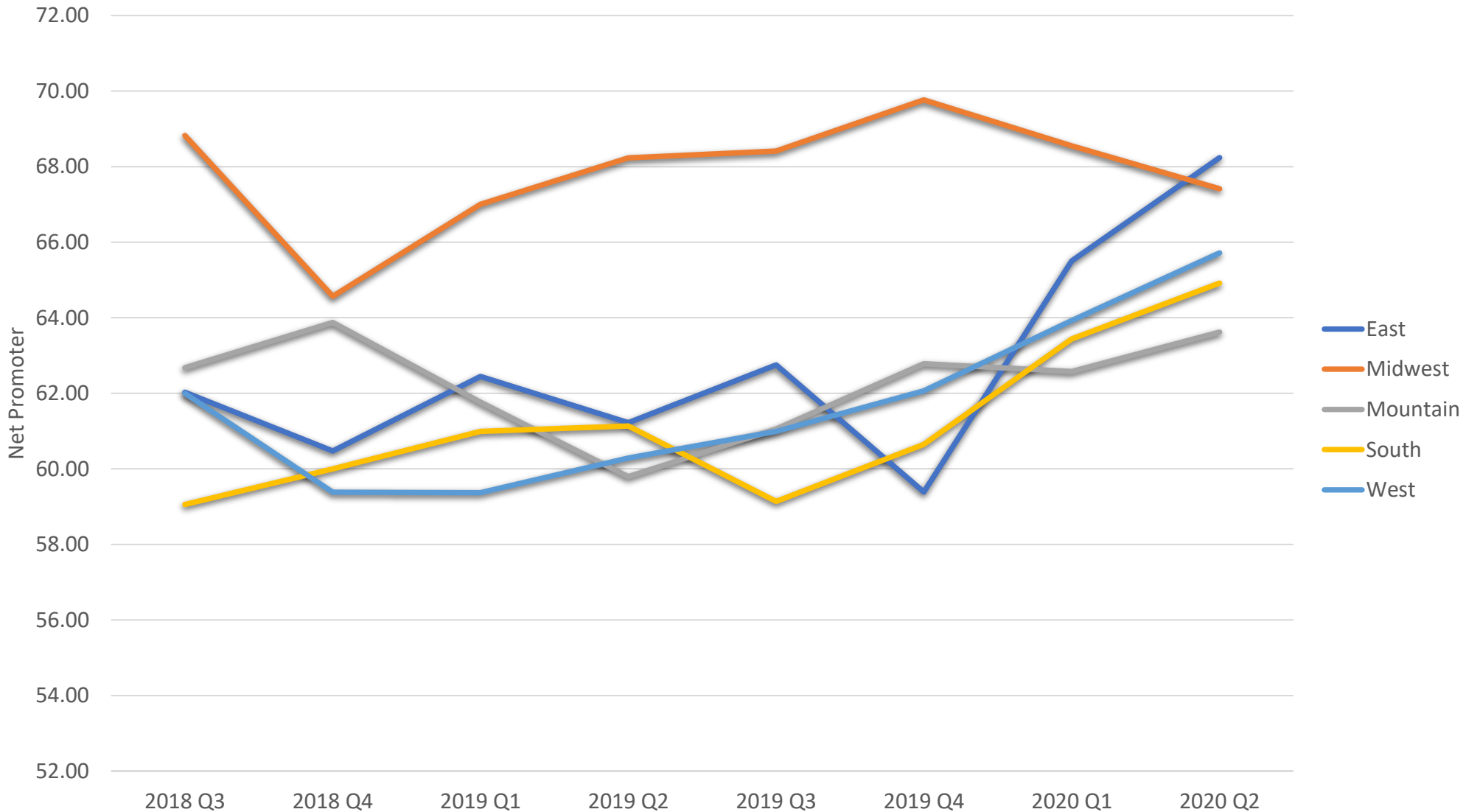


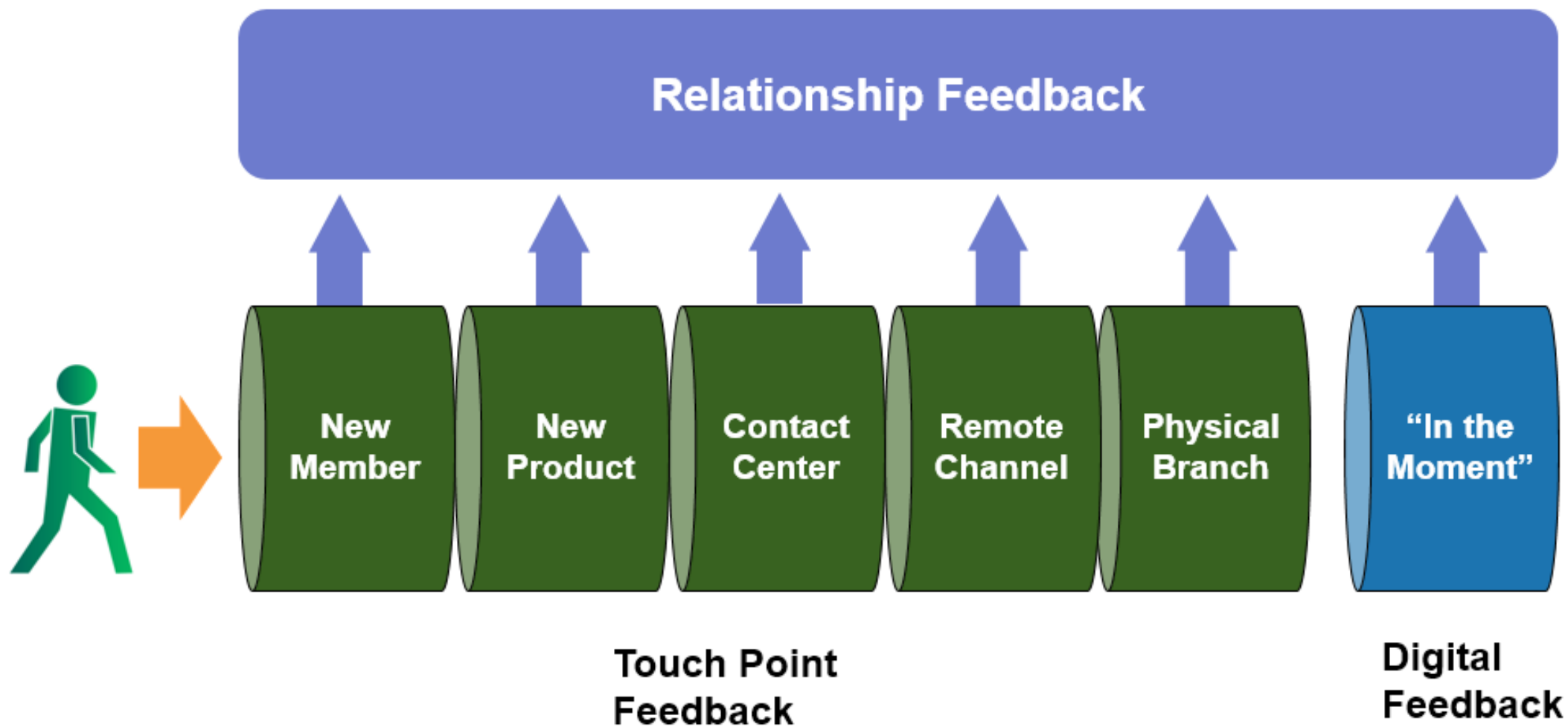
# Response Rates Have Risen During Covid



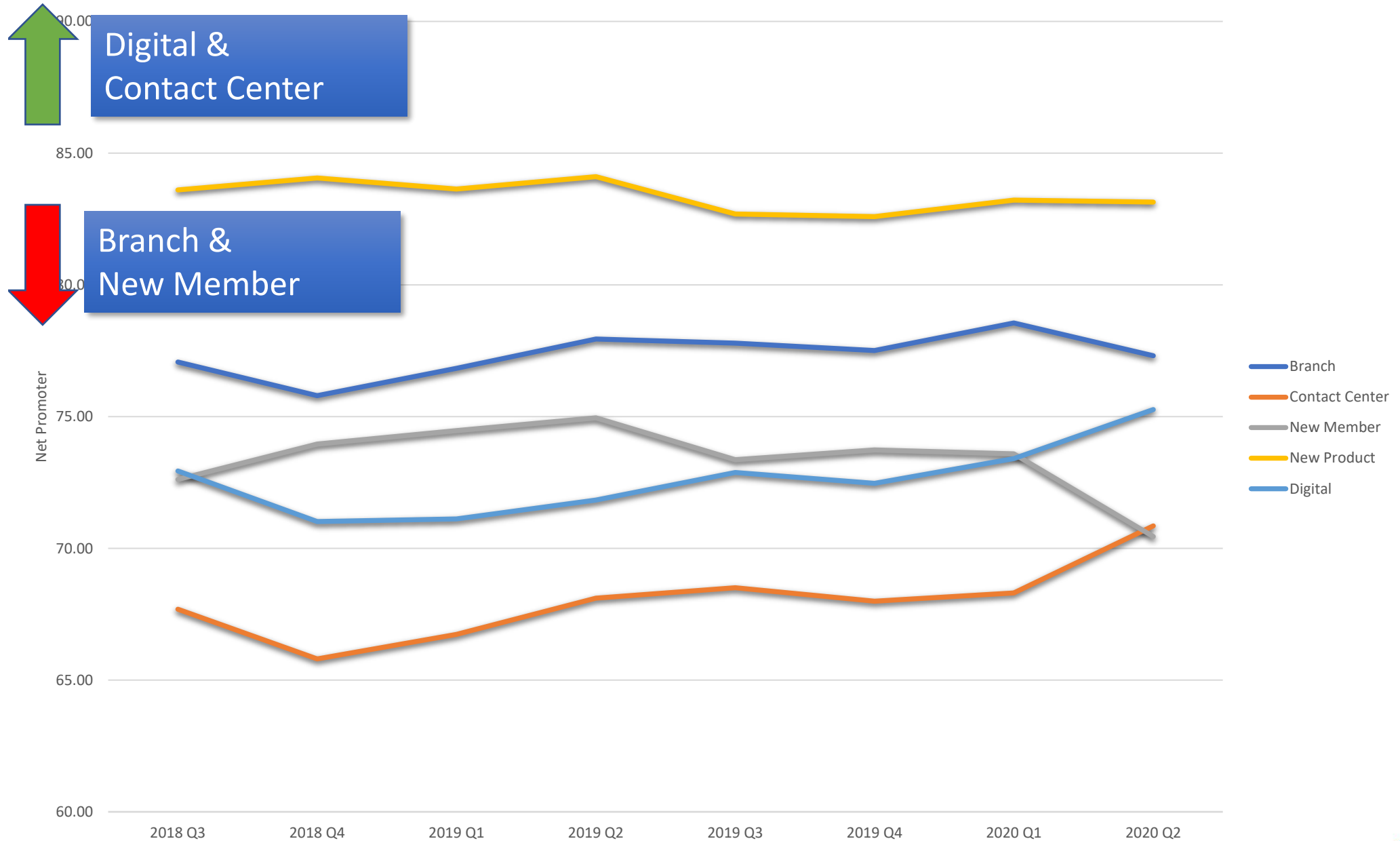


# Net Promoter by Region

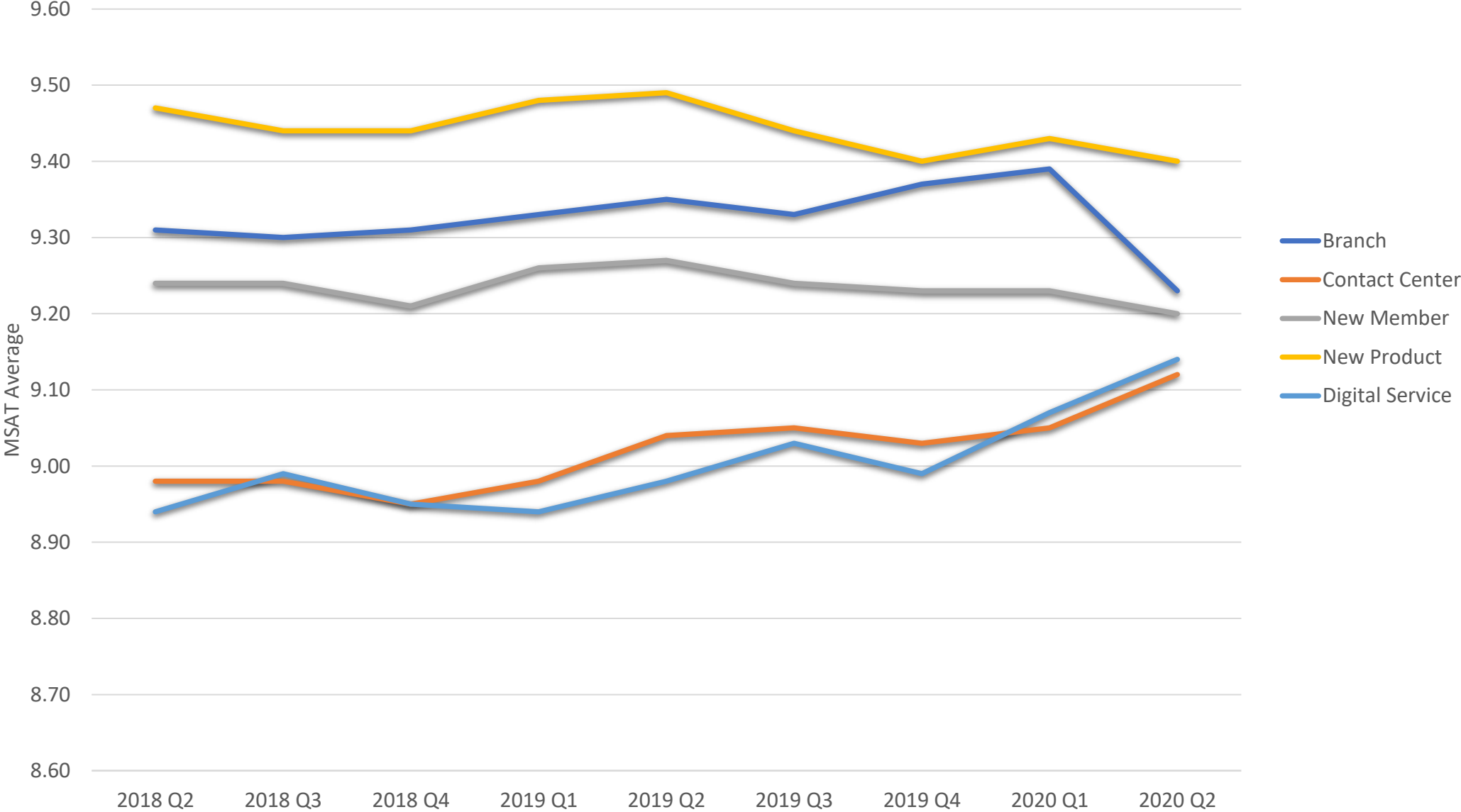




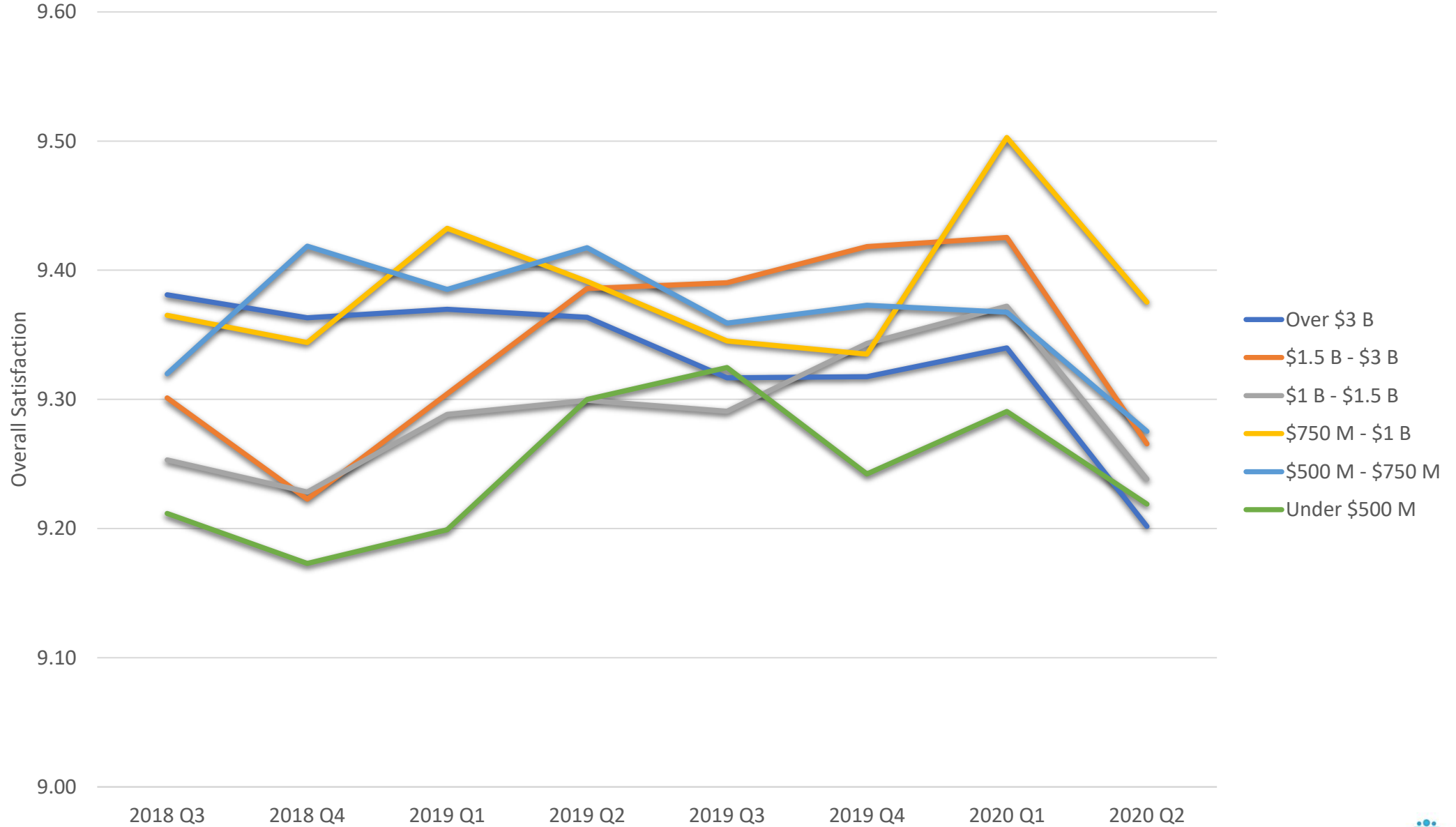
# Net Promoter by Experience



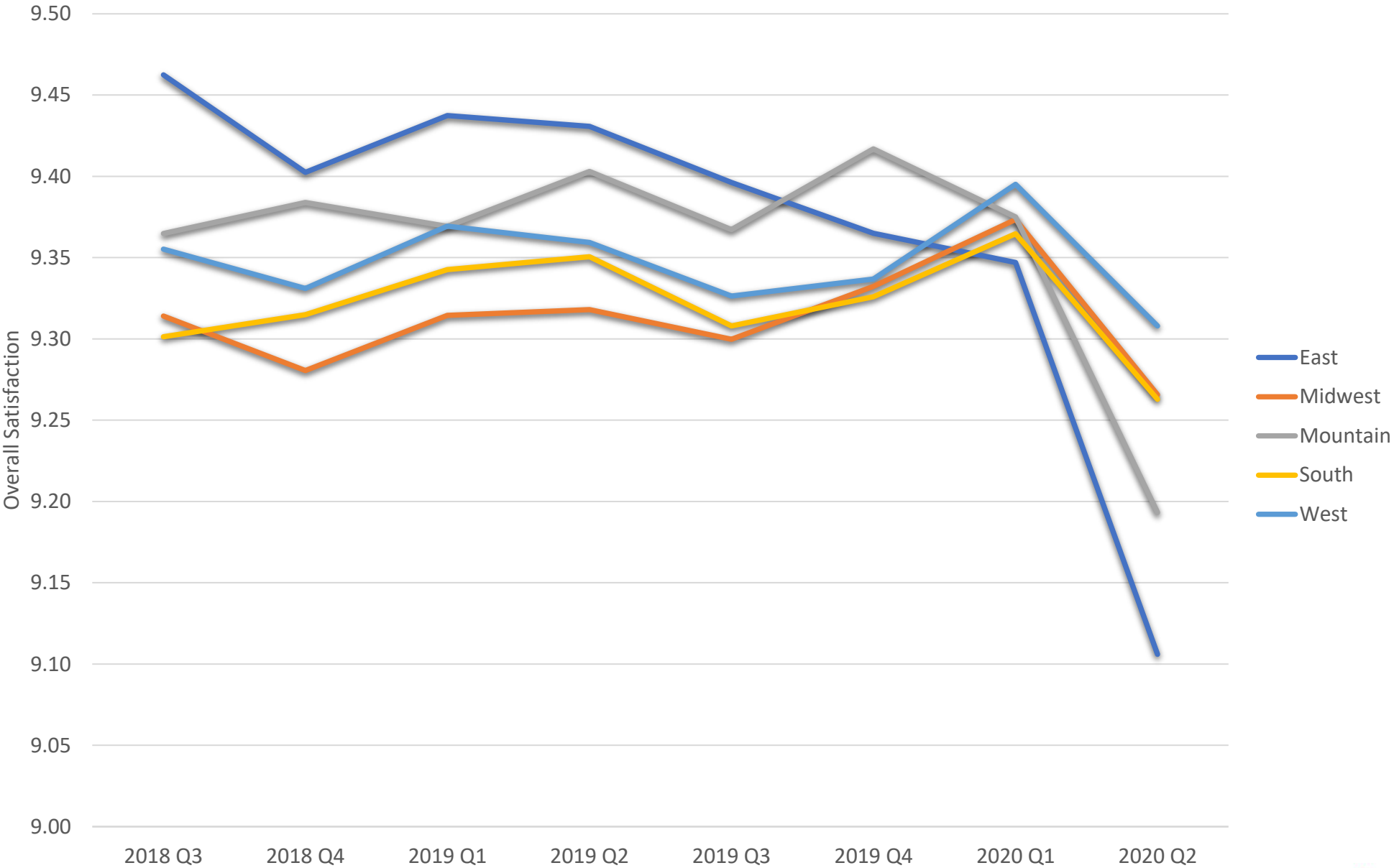
# Member Satisfaction by Experience



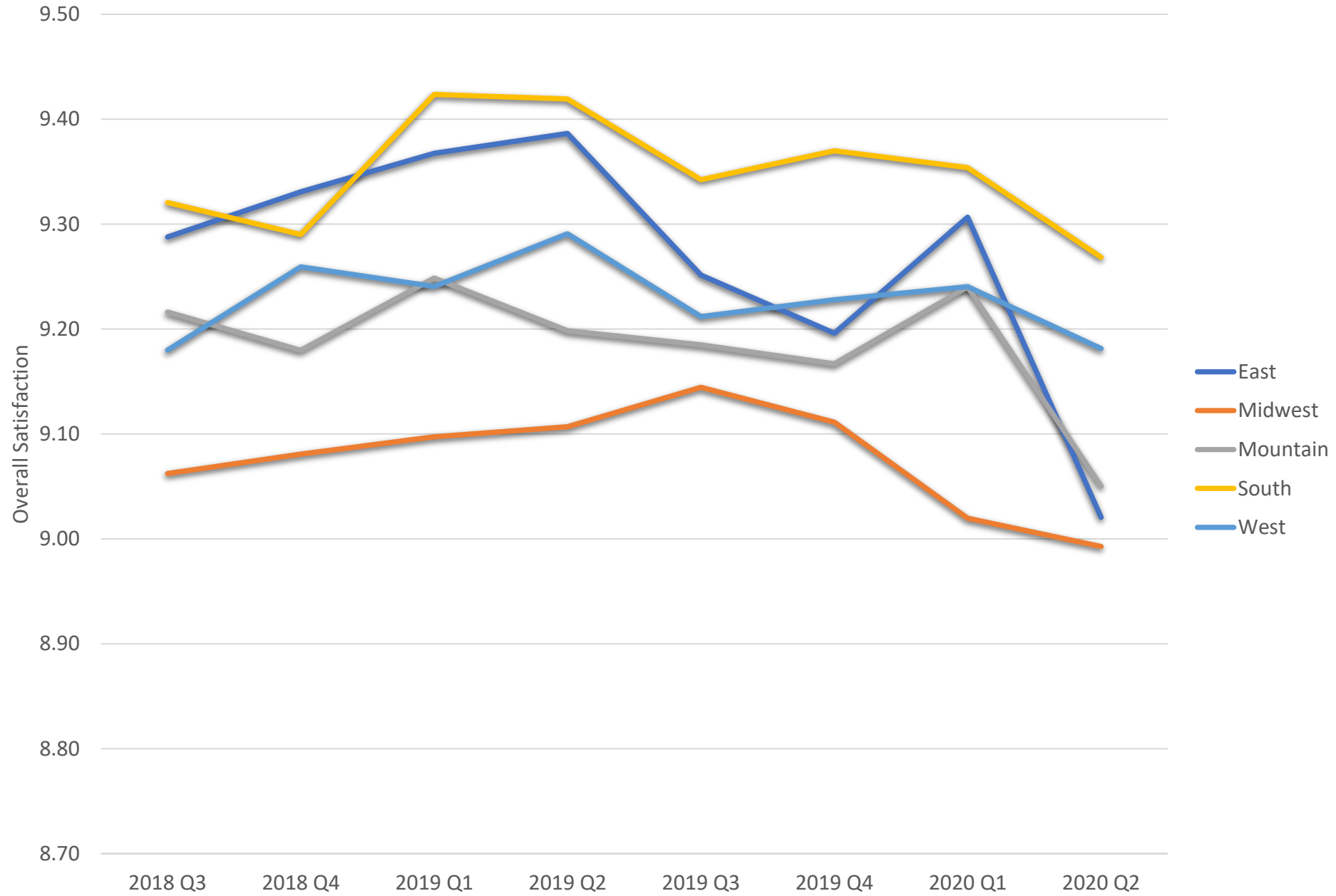
# Branch OSAT by Assets



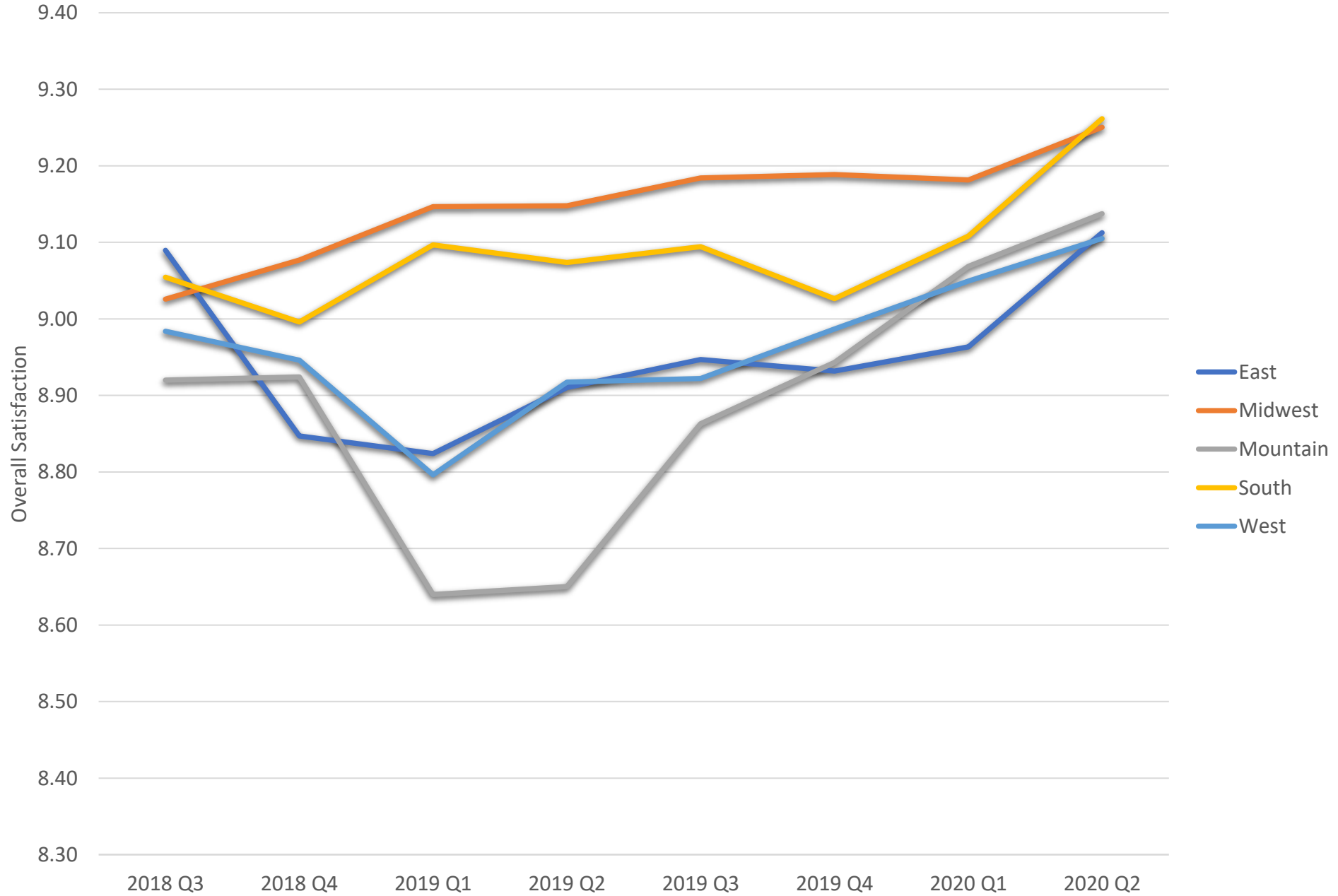
# Branch OSAT by Region



# New Member - OSAT by Region

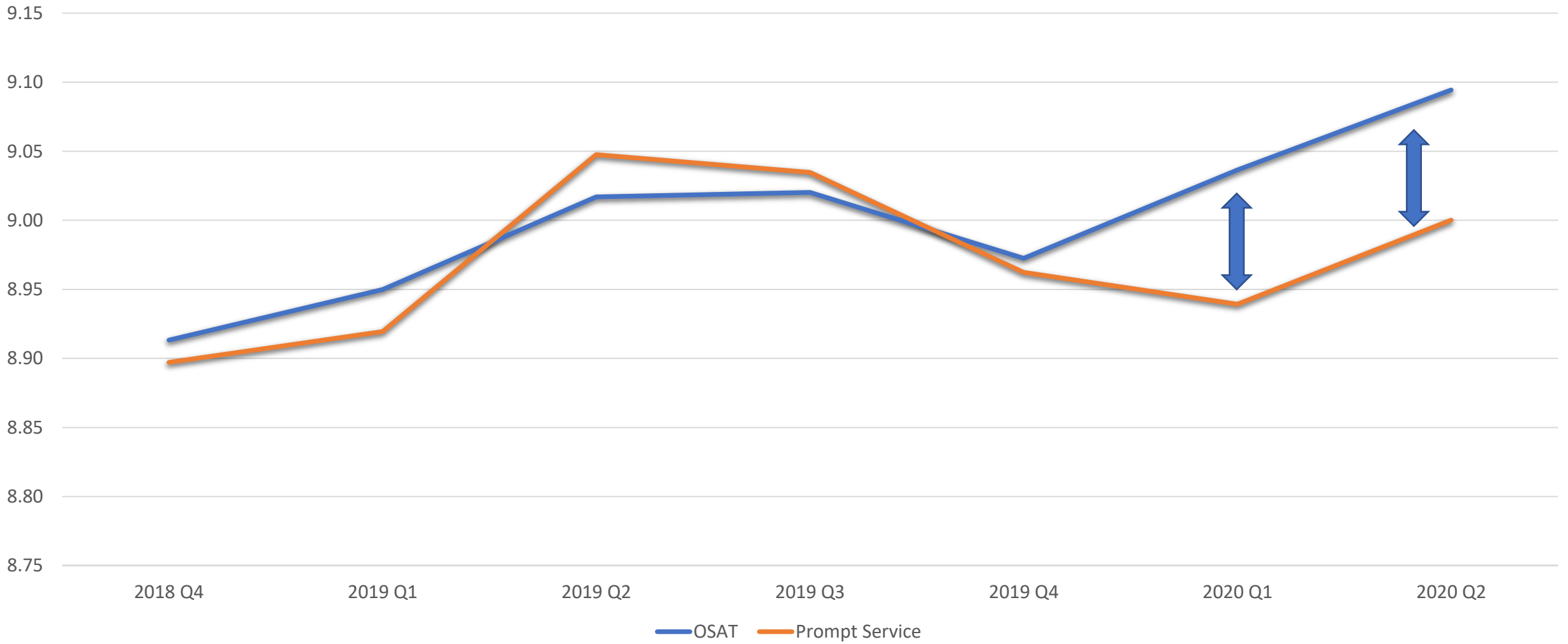


# Digital OSAT by Region

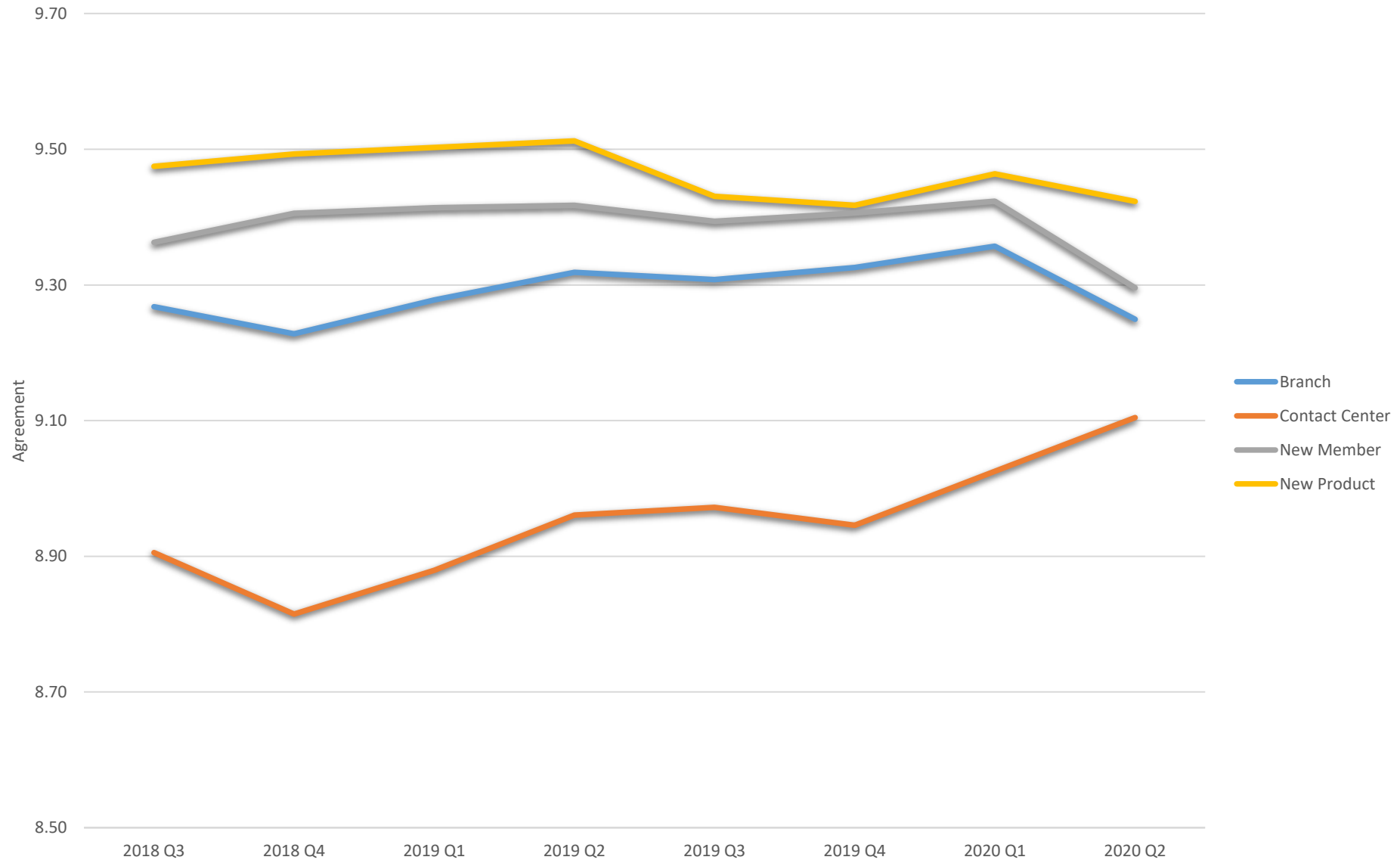




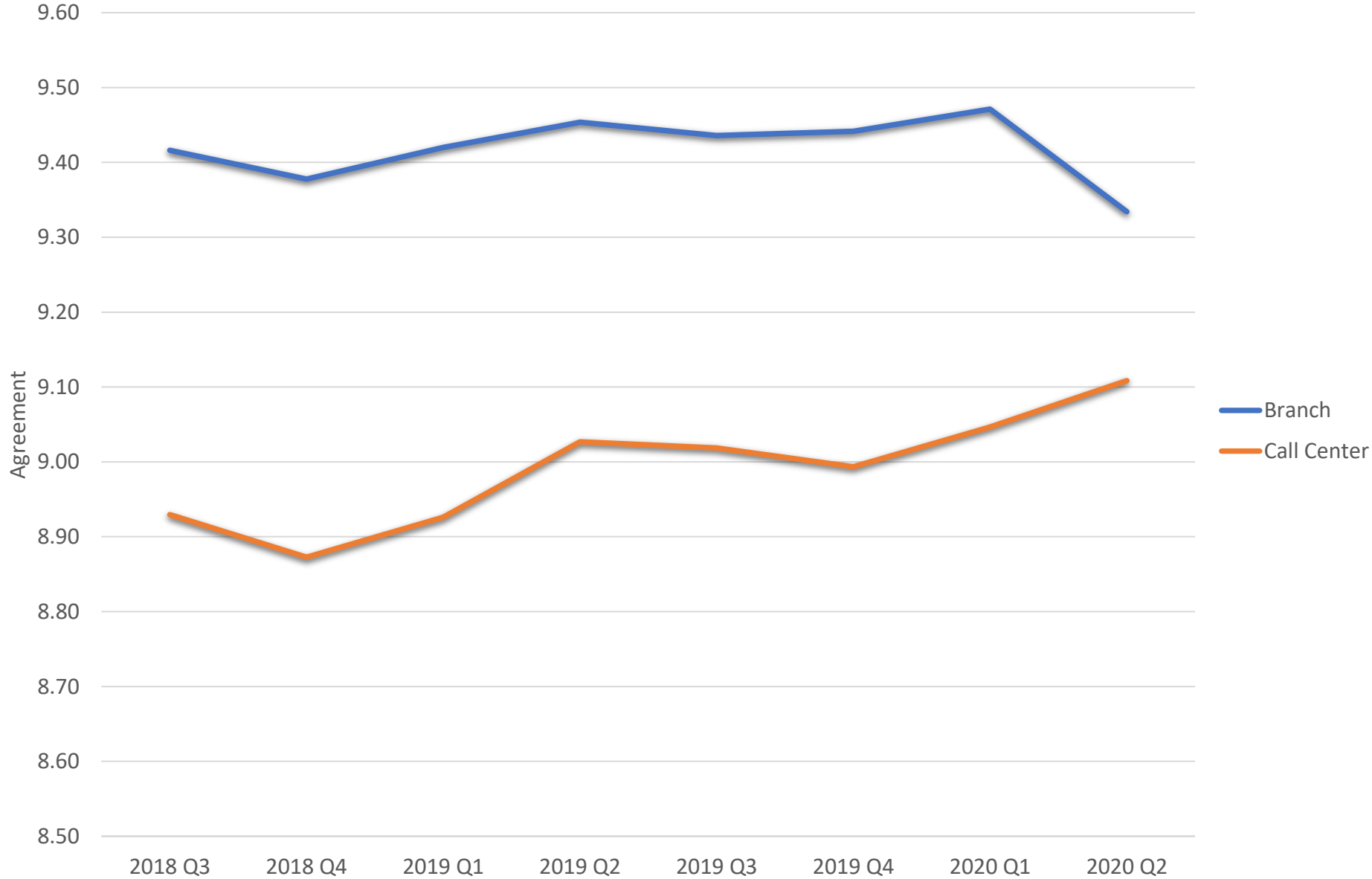
# Contact Center Prompt Service & OSAT



# Rep Made Me Feel Like a Valued Member



# Inquiry/Problem Resolved



## Drive-Thru Lines are Onerous

with COVID, maybe having 2 drive-up tellers

With Covid, the wait at the drive through is excessive at times

*I'm a patient one and I'm growing weary. Half hour waits at drive thru. My "back up" bank just announced lobby is open. Wow, what a draw.*

*Be able to be INSIDE the bank to talk with a service rep. It can be done safely with masks and social distancing. It works well in other offices and restaurants*

It's time to open the doors, wear masks, distance and get everyone back to work so that people can get their banking done.

## Acceptance of Closed Branches is Fading

*If my dentist is open to work in patients' mouths, I think the credit union could open up the lobbies now with masks & distancing!*

*I think it is time for the Credit Union to open it's doors*

*I'm a patient one and I'm growing weary. Half hour waits at drive thru. My "back up" bank just announced lobby is open. Wow, what a draw.*

*Be able to be INSIDE the bank to talk with a service rep. It can be done safely with masks and social distancing. It works well in other offices and restaurants*

*It's time to open the doors, wear masks, distance and get everyone back to work so that people can get their banking done.*

*I liked that there was a representative standing at the entrance asking customers questions regarding COVID-19 and the social distance measures put in place*

*I feel very safe with Covid protocols put in place!*

*Appreciated all covid 19 protection taken for benefit of all.*

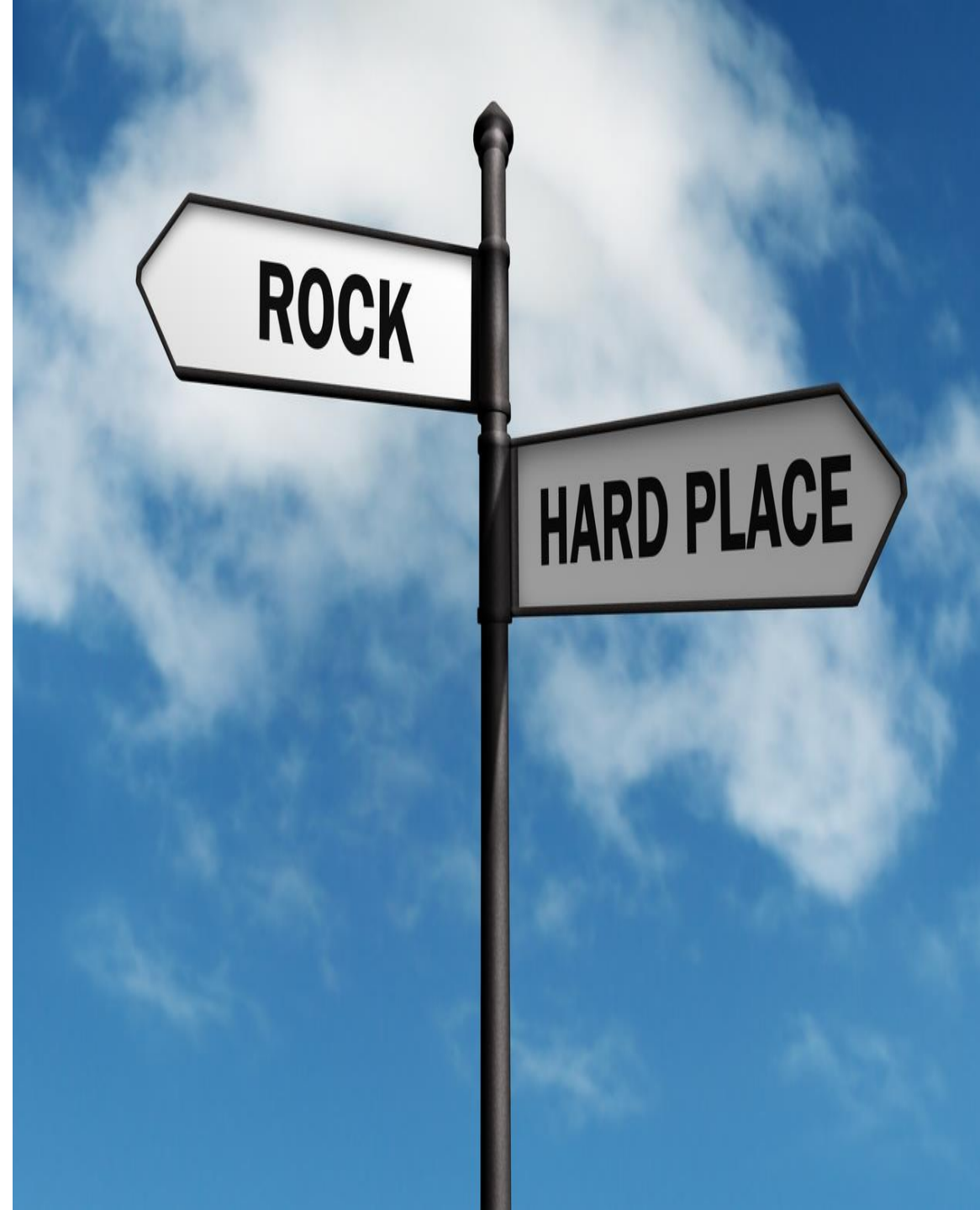
*I'm APPALLED that you're opening your offices to non-drive-thru traffic!*

*I don't like to be forced to wear a mask for any reason with a less than 1% chance of contracting a flu. I drive to work every day with more risk than that.*

*We all know now this virus situation is over exaggerated, and that the shut down is what will kill us unless we start pushing back*

*Don't comply with all of this "Social Distancing" or mandatory masks!*

*Drop the insane tyrannical mask requirement. I opened an account to have some of my money outside the world cabal. I'm not sure this was the correct move.*



What are high performing CUs doing to maintain or move scores upward?





# **Adapt/Pivot** quickly retool service delivery

- **Reimagining the critical Member journeys**
- **Finding ways to add small delight factors**
- **Training staff to provide answers to new questions**
- **Listening and adapting quickly**
- **Giving staff leeway to go the extra mile**



Did everything over the phone and was so easy especially with this pandemic situation

“

*I would like to commend the security guard you have hired during this **pandemic**. I have been at your office several times many of the them high heat days and your security guard not only looked fresh but was friendly and cordial. Relay my thanks to what the average person may consider the invisible employee.*

“

*We had a sizable deposit to make during COVID and didn't want to send it through the mail, so a manager arranged a time for her to meet us in the parking lot to take care of his deposit. Wow! That was amazing service!*

“



*The signing process needs to be improved. During Covid there should be an option to sign at home and not go into the branch*

“

*Improvement would have been if I could add my mother to the account. My mom is not able to come out to sign any paperwork, elderly in a adult foster home and risk at getting COVID 19 again.*

“



*I scheduled an appointment, but was a couple of minutes late they keep me waiting outside for almost one hour. They might have been more flexible.*

“



## COVID-19 Update

Information about what  
measures we are taking to  
keep our communities safe.

Ok, Got It

Remind Me Later

Read More



We've temporarily suspended service for CO-OP guests visiting the following First Tech branches until further notice. We apologize for the inconvenience and hope to resume service soon.

#### Select State to Review Experience Center Status

California	+
Colorado	+
Georgia	+
Oregon	+
Puerto Rico	+
Texas	+
Washington	+

## Virtual appointment

Using only the audio on your phone, receive a call on your scheduled date and time from a First Tech representative, all from the comfort of your own home. As a First Tech member, you can schedule time to talk about and do a variety of things, including:

- Get help with general account maintenance and support
- Ask your general loan questions
- Get your debit or credit card questions answered
- Set up digital banking or reset your digital banking password
- Receive digital banking support
- Open an additional savings account, checking account or share certificate
- Apply for an auto loan or personal loan
- Chat about mortgage, insurance and investment options
- Discuss fraud or account takeover concerns

[Schedule virtual appointment](#)



## In-person appointment




When you need to visit one of our locations, maximize your time by scheduling ahead. We'll be ready to discuss one of the following topics when you come in:

- Learn about the benefits of First Tech membership and join
- Discuss ways to save money and time, or talk about your financial goals
- Make a deposit or withdrawal on your First Tech account(s)
- Open a new account: savings, checking, Instant Access, Fiduciary, IRA, business account and more
- Apply for a credit card, auto loan or personal loan
- Complete a notary

[Schedule in-person appointment](#)

Select a location for your appointment:


Show locations near:  

76.2 miles

**2 - Cupertino Branch**  
19960 Stevens Creek Blvd  
Cupertino, CA 95014  
331.8 miles

**3 - San Jose Branch**  
181 East Tasman Dr STE 10  
San Jose, CA 95134  
333.0 miles

**4 - Palo Alto Community Branch**  
3000 El Camino Real, 3 Palo Alto  
Sq #100  
Palo Alto, CA 94308  
341.2 miles



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**Continue**

Select an Appointment Type:

- Business Account  
1 hour
- Certificate  
1 hour
- Checking  
1 hour
- Credit Card  
1 hour
- Fiduciary  
1 hour
- Instant Access Account**

Back

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Continue

Select a Date and Time:

September 2020		Week		Month		Location	
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
30	31	1	2	3	4	5	
6	7	8	9	10	11	12	
			15 Available ▾	15 Available ▾	17 Available ▾	7 Available ▾	
13	14	15	16	17	18	19	
	15 Available ▾	15 Available ▾	15 Available ▾	15 Available ▾	17 Available ▾	7 Available ▾	
20	21	22	23	24	25	26	
	15 Available ▾	15 Available ▾	15 Available ▾	15 Available ▾	17 Available ▾	7 Available ▾	
27	28	29	30	1	2	3	
	15 Available ▾	15 Available ▾	15 Available ▾	15 Available ▾	17 Available ▾	7 Available ▾	
4	5	6	7	8	9	10	
	15 Available ▾	15 Available ▾					

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Continue



# Build **Flexibility** into Rules and Policies

- Members expect rules and procedures to be flexible given the circumstances.
- Mobile deposit limits and holds
- New Member account accessibility
- ID Rules
- Fees
- Contracts, signatures, etc.



*It is sometimes difficult to make it in, after work, and the convenience charge for making a phone payment is annoying. The fee was waived for the pandemic, however, and I thank you*

“

*I love that you do not charge me a service fee and that I can easily do all my transactions online and at the ATM*

“

*You helped so much with our payments during this difficult time. Appreciated*

“



*It is a lot of work to do the 12 purchases for the interest rate, especially in COVID days.*

“

*Charged a fee to make a car payment while credit union was closed during the pandemic and there was no other way to make the payment*

“

*I was not told that I would not be able to access my account online or through mobile banking for the first month, which has been very inconvenient due to the current pandemic.*

“



# Display **empathy**, caring and transparency



- **Staff is warm and inviting**
- **Acknowledging the realities of the pandemic**
- **Understanding and working with Members in their time of need**

*They smile behind their mask as you can see it in their eyes.*

“

*I was informed that the bank is disinfected every hour on the hour which was reassuring.*

“

*The agent I spoke to was completely understanding about the current pandemic and the financial struggles people are dealing with*

“



How you gonna charge people for a “free” checking account the middle of a damn pandemic?!?

“

*During the pandemic where people are having difficult times out of nowhere the company decided to cancel my credit card I have never been late on a payment and have been loyal. to the company for many years. When I called the employees where rude. When I asked to Speak to manger they told me one would get back to me which never happened.*

“

*My other bank has done overdraft and return fee 100% forgiveness because of my COVID financial hardship*

“





COVID-19

# Altura is Here for Riverside County in this Difficult Time

[LEARN MORE](#)



- **Clear channel for Members to reach someone**
- **Easy to find information**
- **Thoughtful messaging/marketing**
- **Closing the loop on requests/conversations**



# Effective Communication



*Since corona-19,  
it has become  
difficult to speak  
to anyone*

“

I wanted to withdraw the funds,  
was told I needed to make an  
appointment. The appointment  
has not been made as I gave up  
waiting for an answer to my phone  
call. I dread having to try  
again. The virus is no excuse. HIRE  
more people!!!

“

*There is a lack of  
clarity around when  
branches are open*

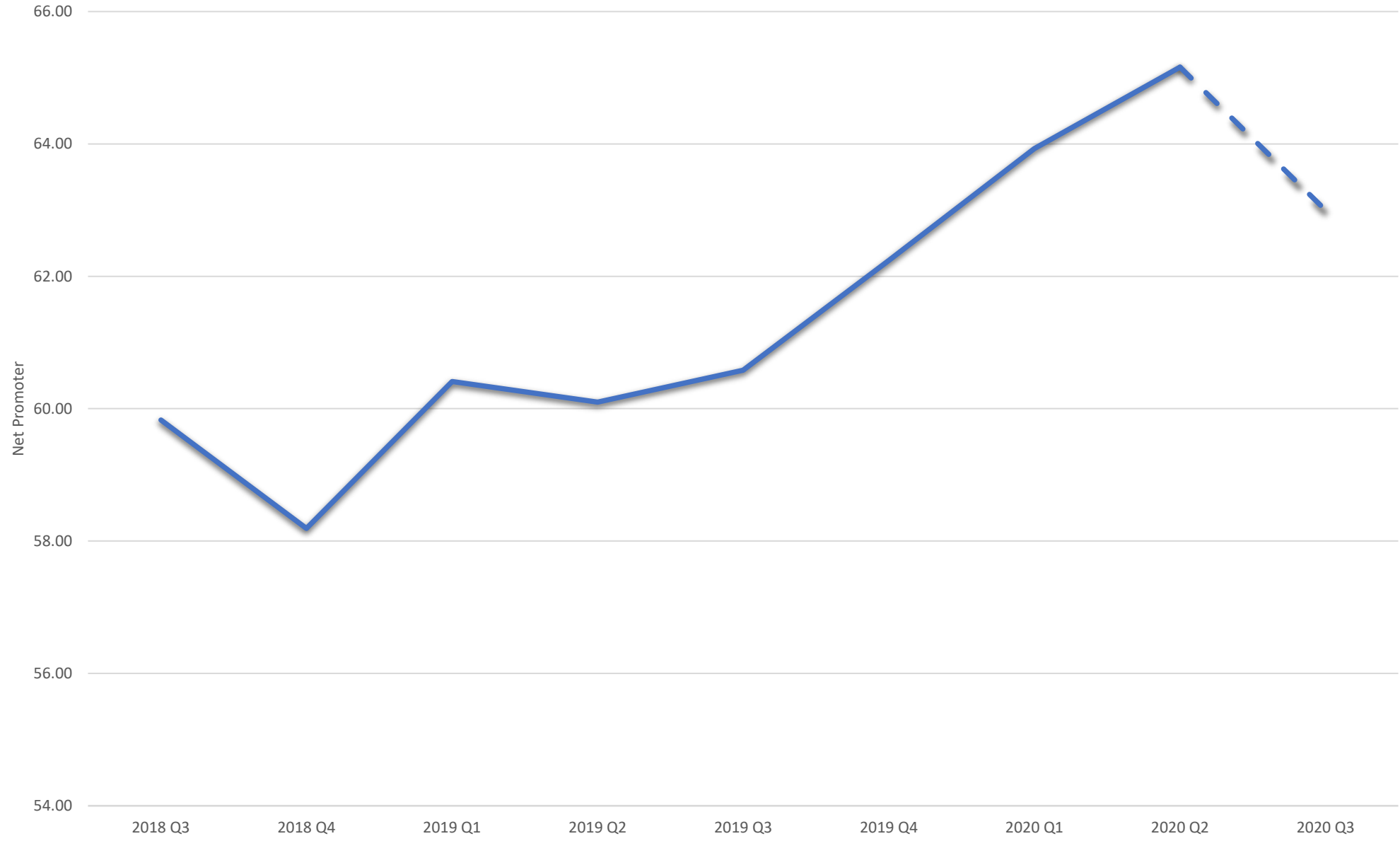
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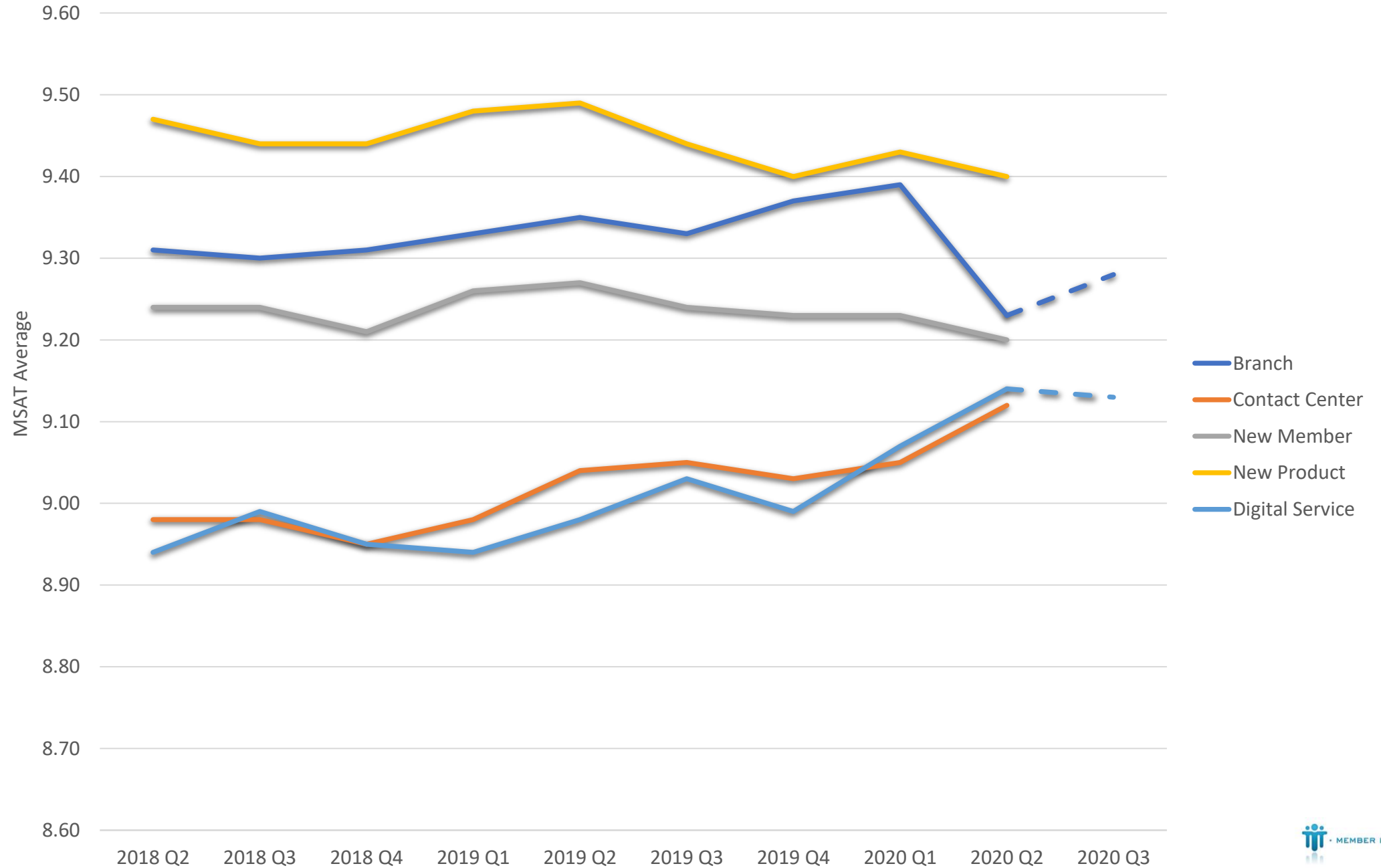
# Looking Forward



# Relationship Net Promoter



# Member Satisfaction by Experience



# Thank you!

## Contact Information:

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