



Member Loyalty Group

# Improving the New Member Onboarding Experience



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## Slide Link

Today's slides can be found online at:

<http://bit.ly/2021-05-27-MLG>

# We Encourage Questions

Use the

## **Questions Box**

located on the bottom of your screen to type your comments or questions.

Tell Us What You Think!



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



Member Loyalty Group

# Improving the New Member Onboarding Experience





## Member Loyalty Group

**B|E|C|U**

**SF FIRE**  
CREDIT UNION

**AMERICA FIRST**  
CREDIT UNION

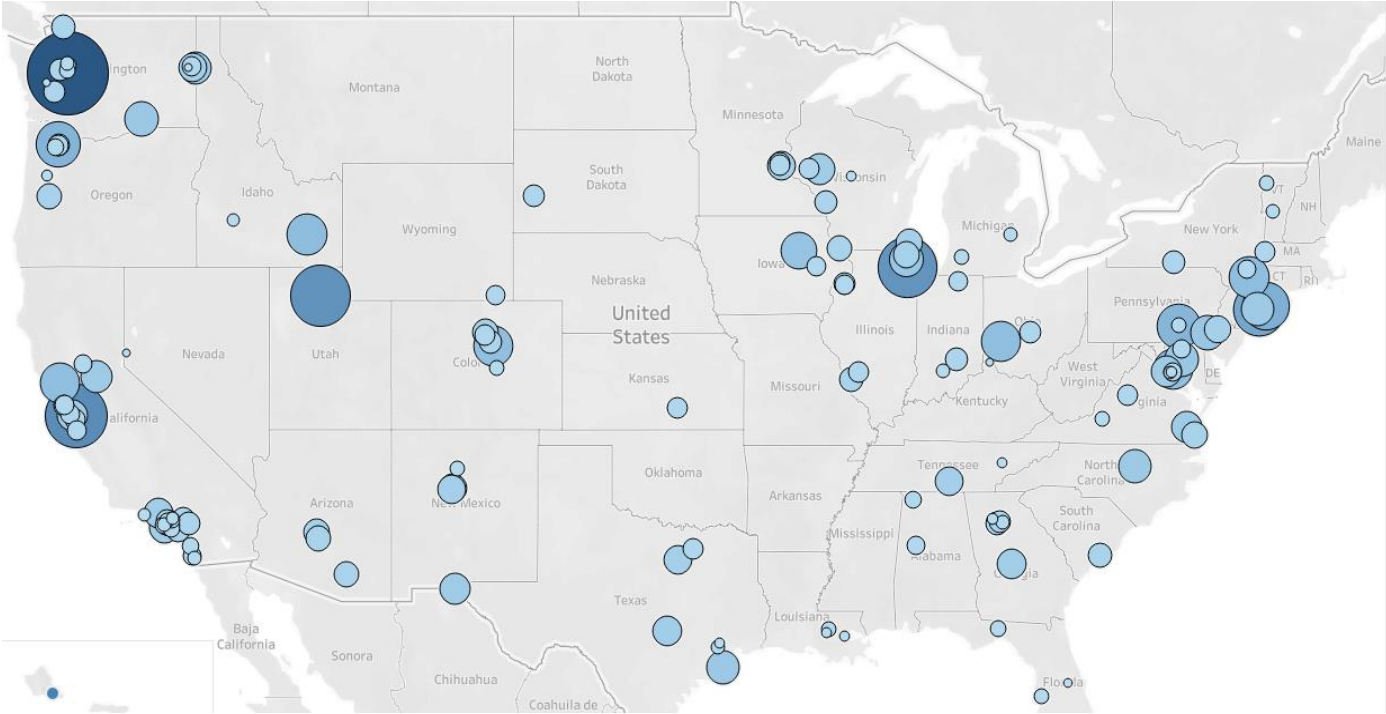
 **Educators**  
CREDIT UNION™

**First**  **Tech**  
federal credit union

**bcu**

**Member Loyalty Group** is a CUSO created to provide a common member experience measurement across the credit union industry and to provide collaborative programs and services to support a range of member loyalty initiatives.

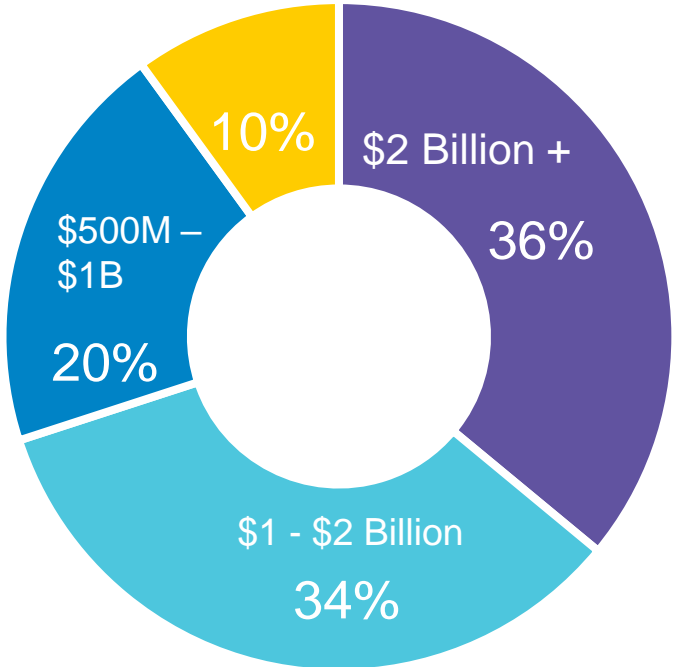
# Member Loyalty Group



145+  
CUs



7.0M



\$  
380B

22M



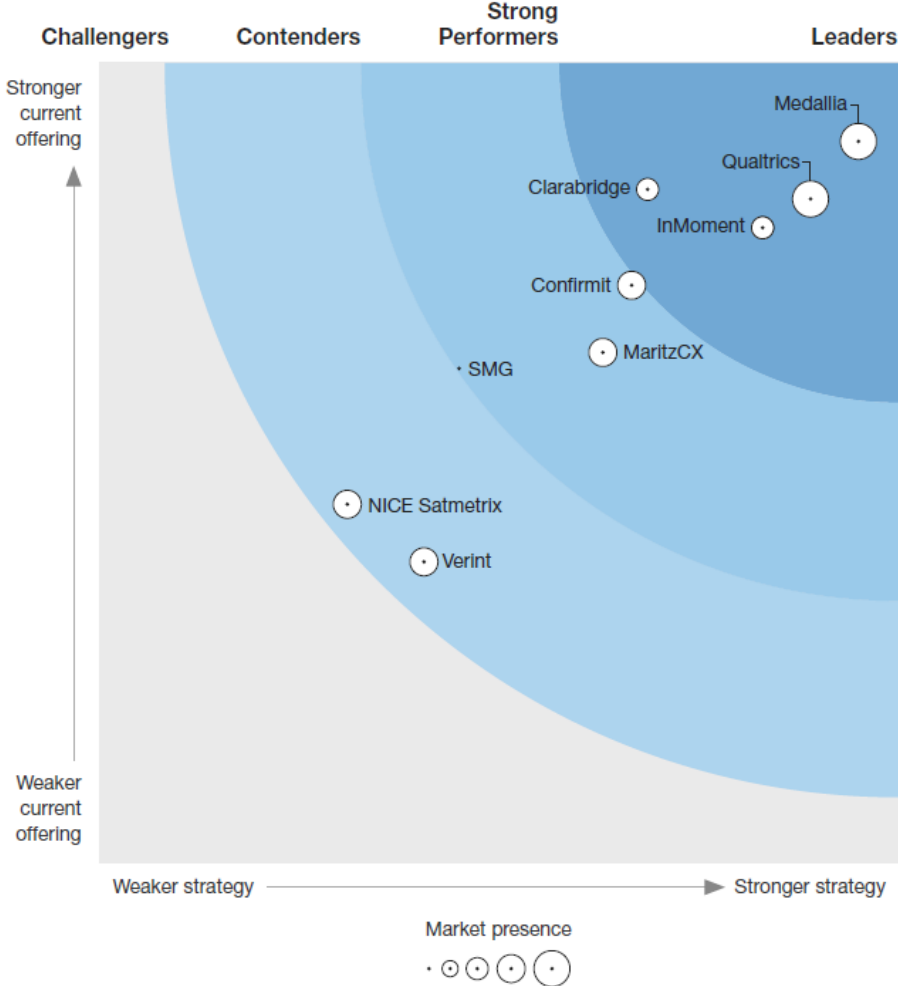


**Member Loyalty Group**



**MEDALLIA**

**THE FORRESTER WAVE™**  
 Customer Feedback Management Platforms  
 Q4 2018



# New Member Experience



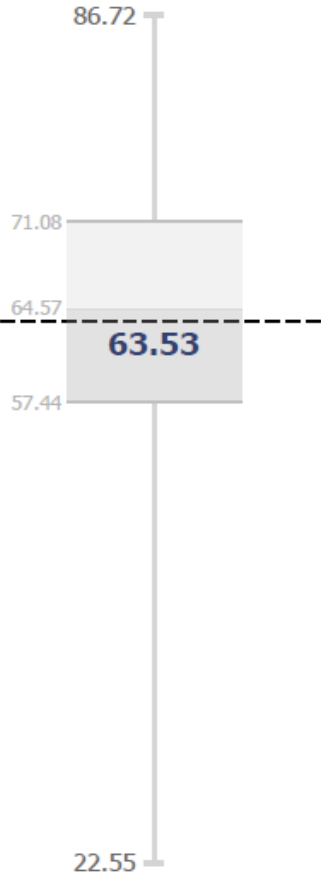
# Net Promoter Score

## Experience Summary

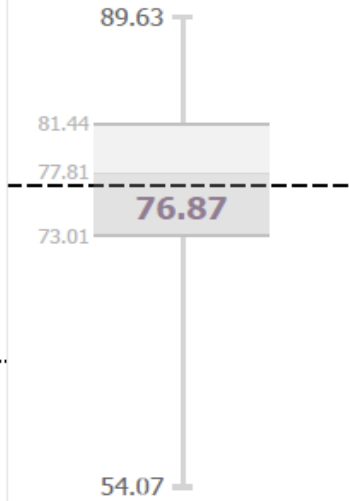
Industry



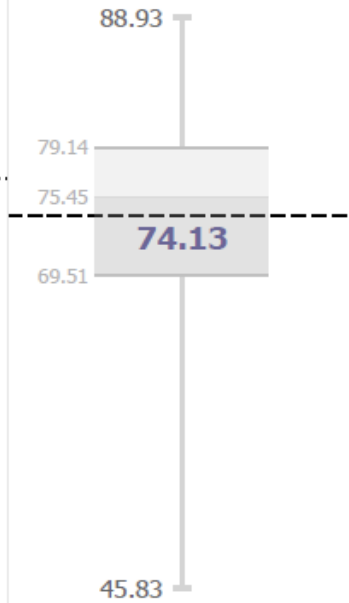
Relationship



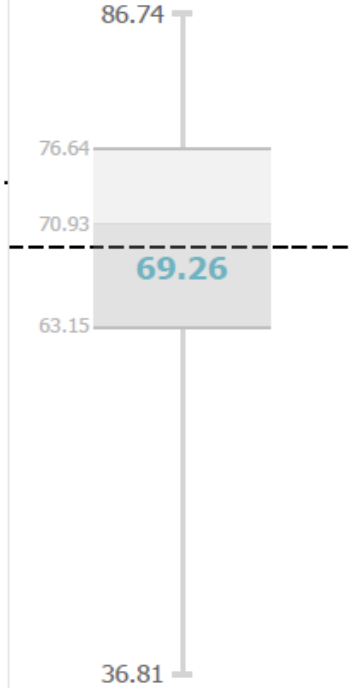
Branch



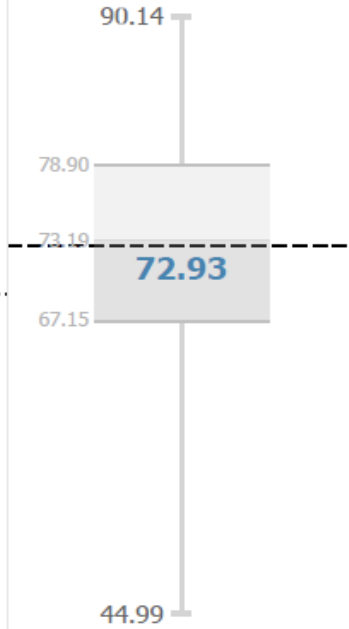
Digital



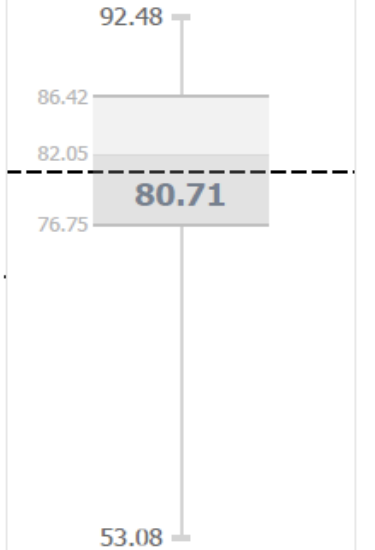
Contact Center



New Member



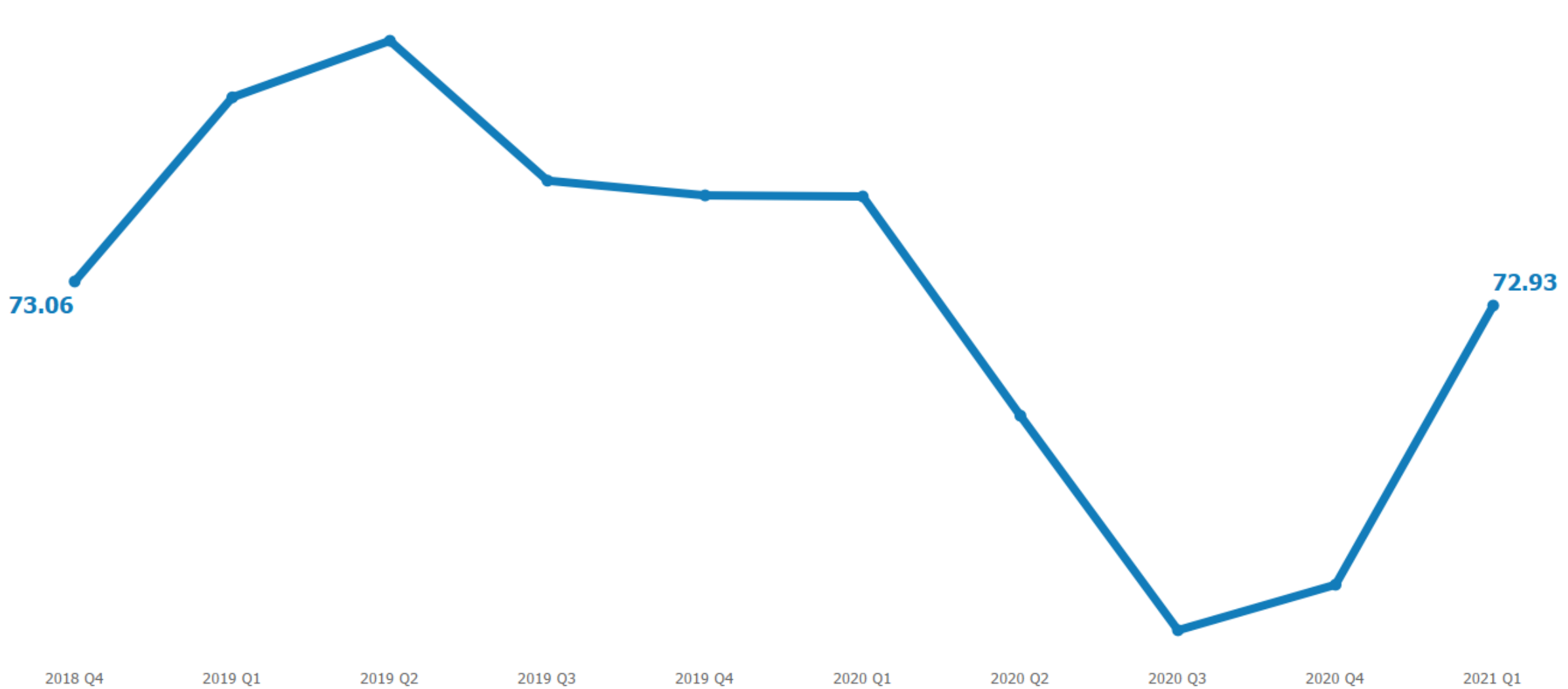
New Product





# New Member – Net Promoter – All CUs

Net Promoter Score

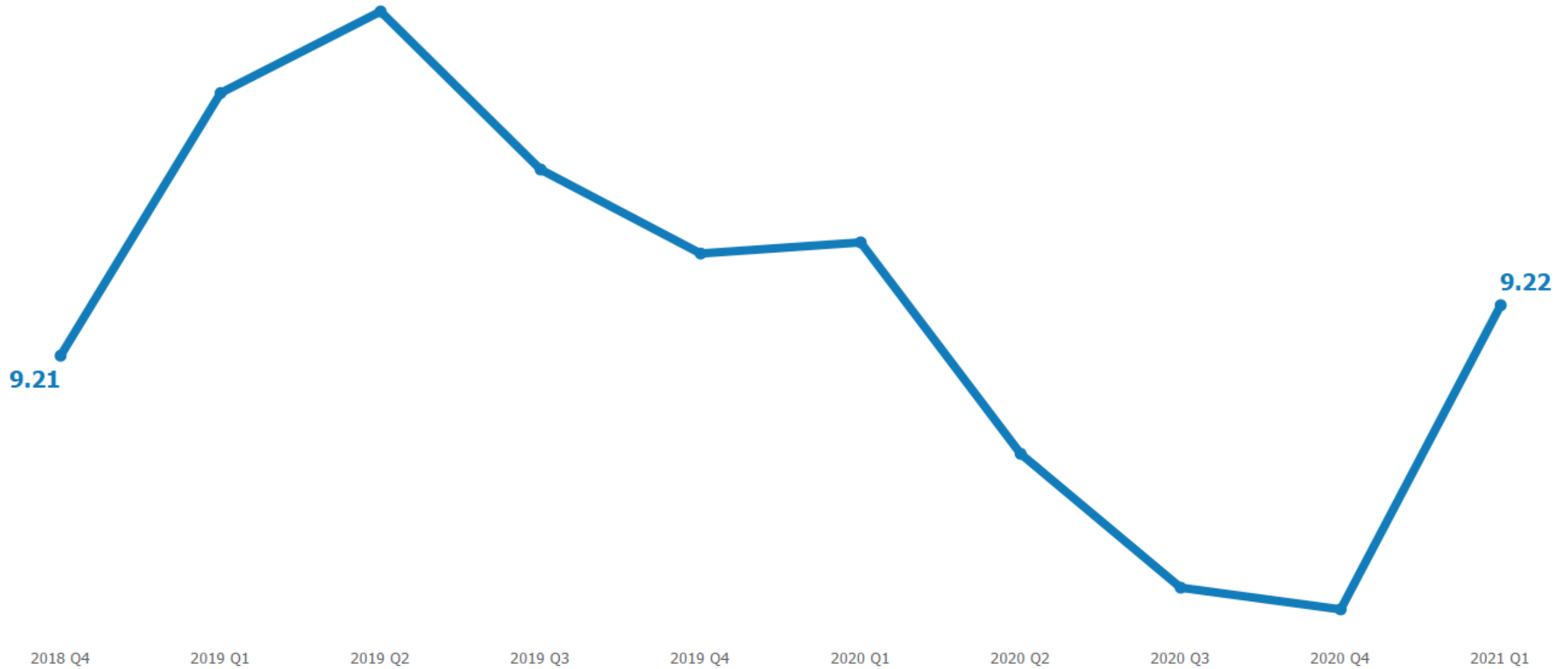




# New Member – OSAT – All CUs



Overall Satisfaction

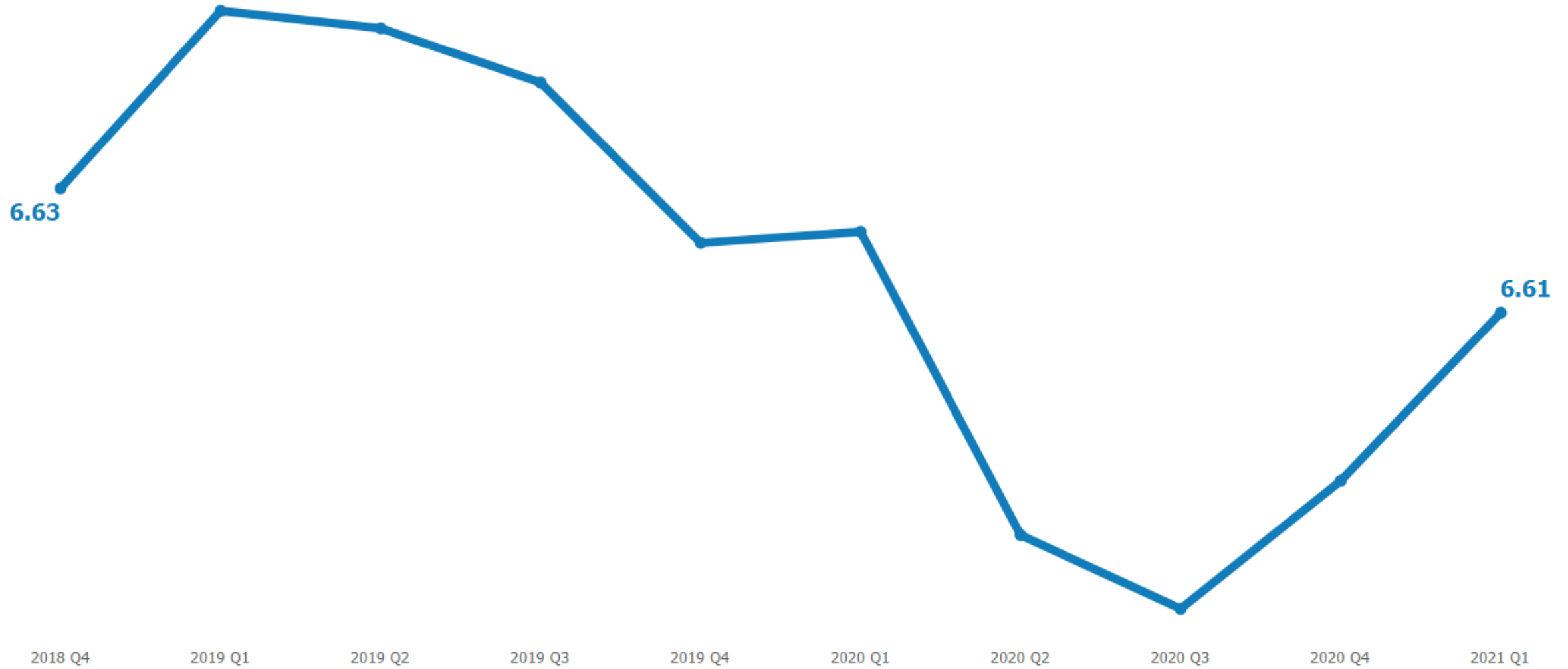




# New Member – Member Effort – All CUs



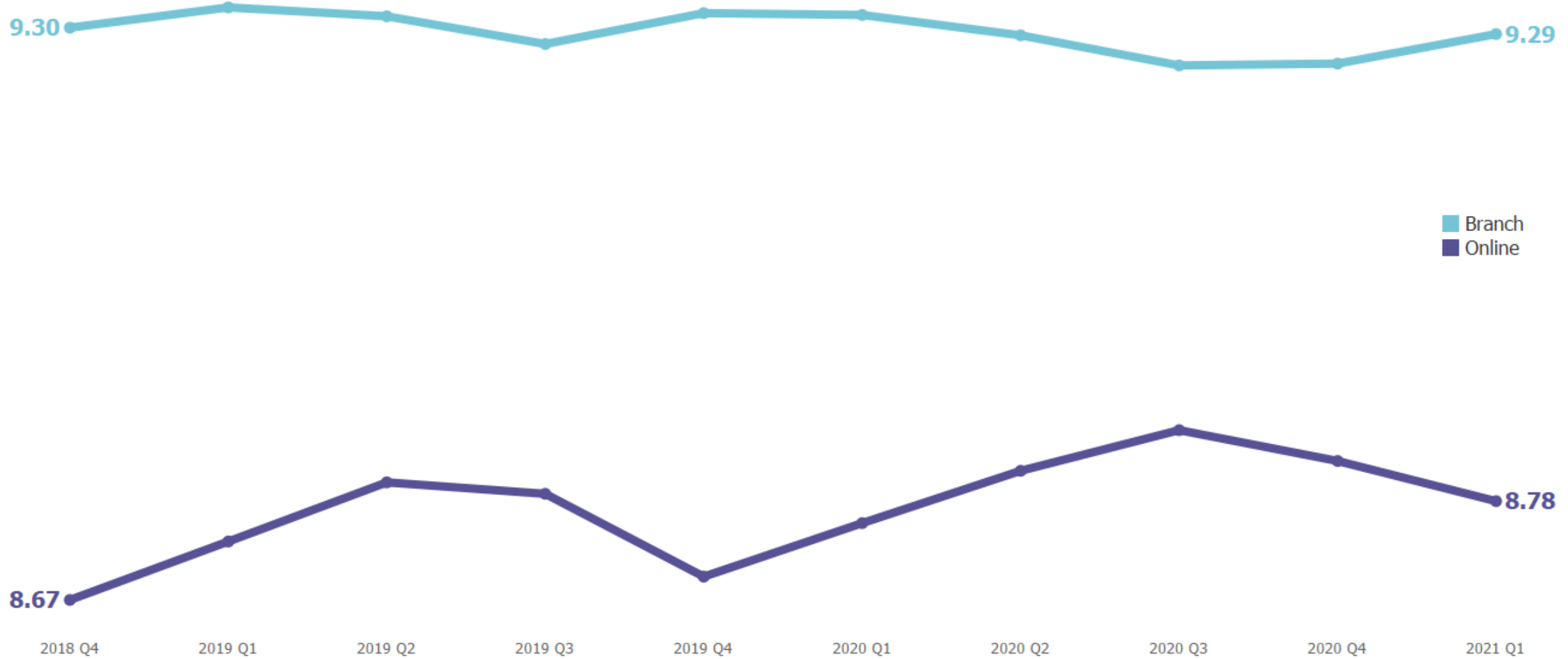
Member Effort Score





# New Member Channel - OSAT

Overall Satisfaction

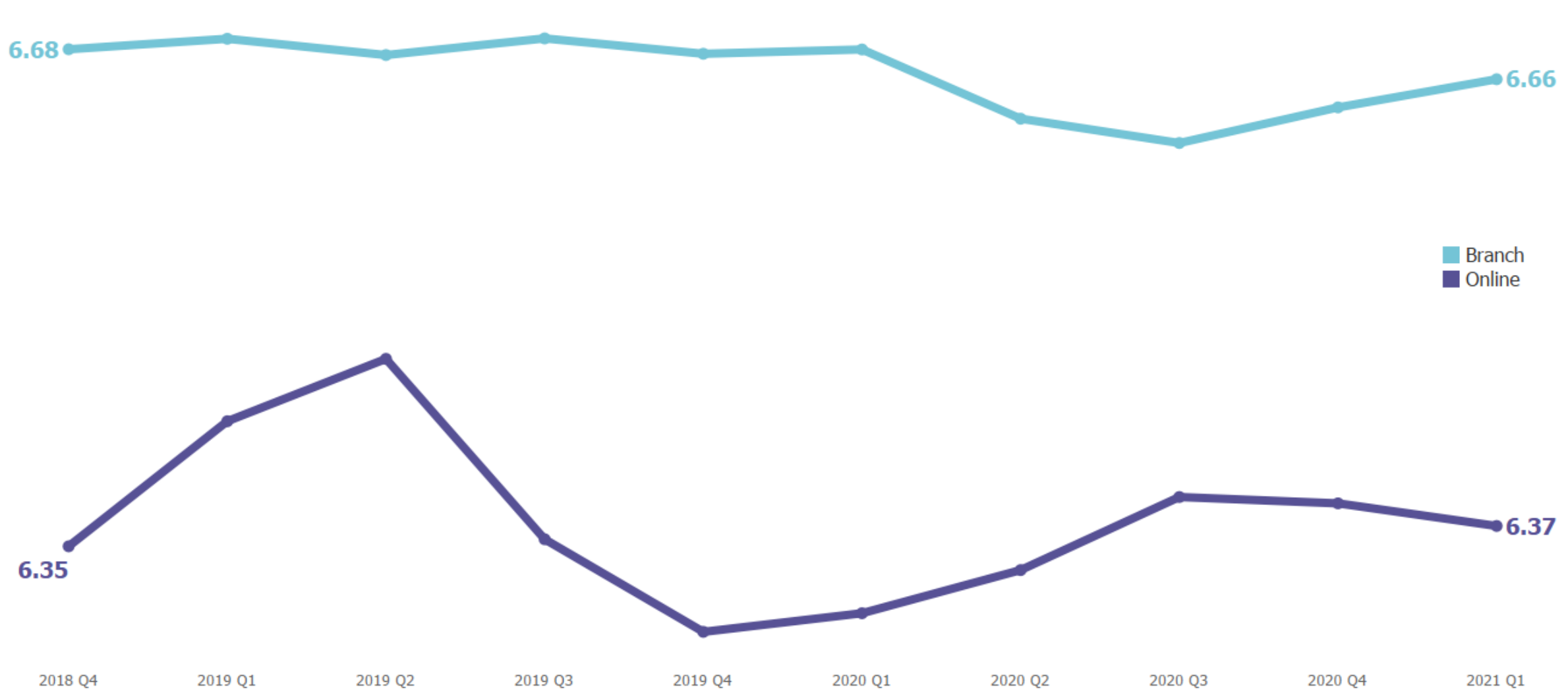






# New Member Channel – Member Effort

Member Effort Score

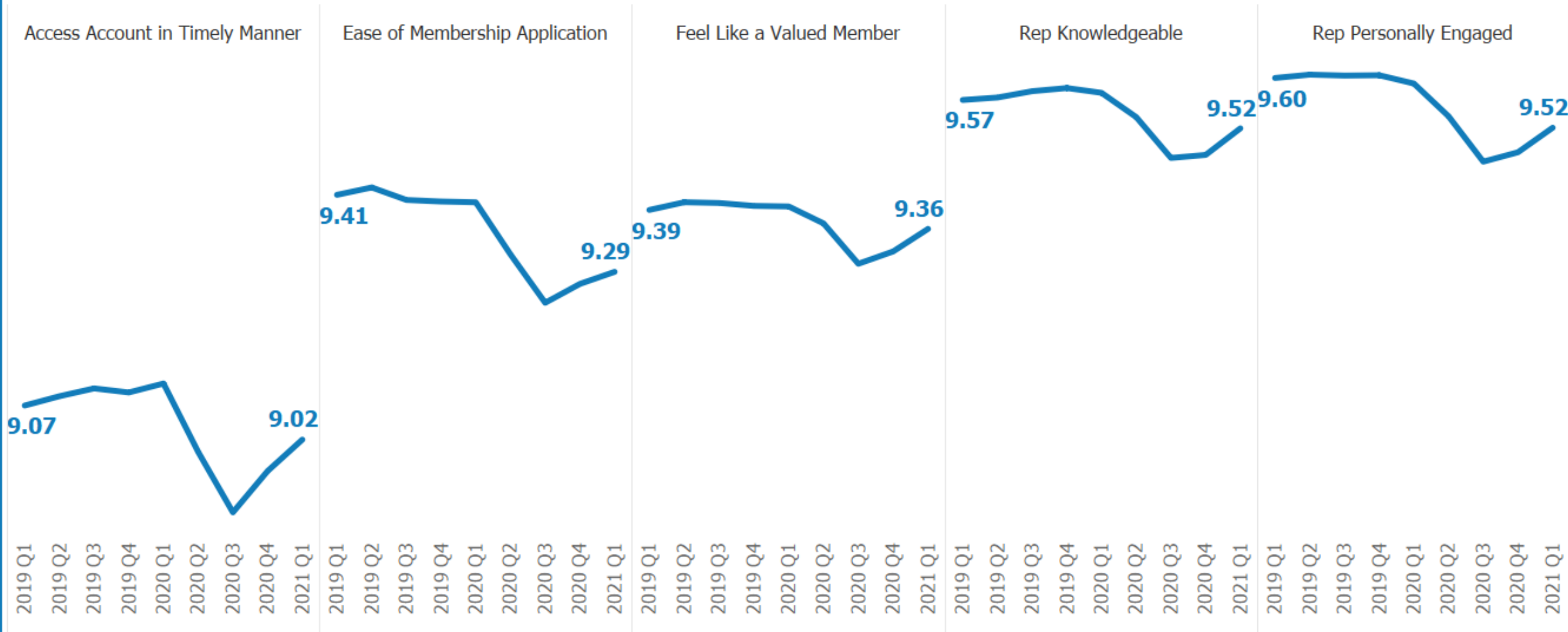




# New Member Drivers

## New Member Industry Attributes

Agreement Score



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# What are high performing CUs doing to create a great New Member Experience?



# Quick Access

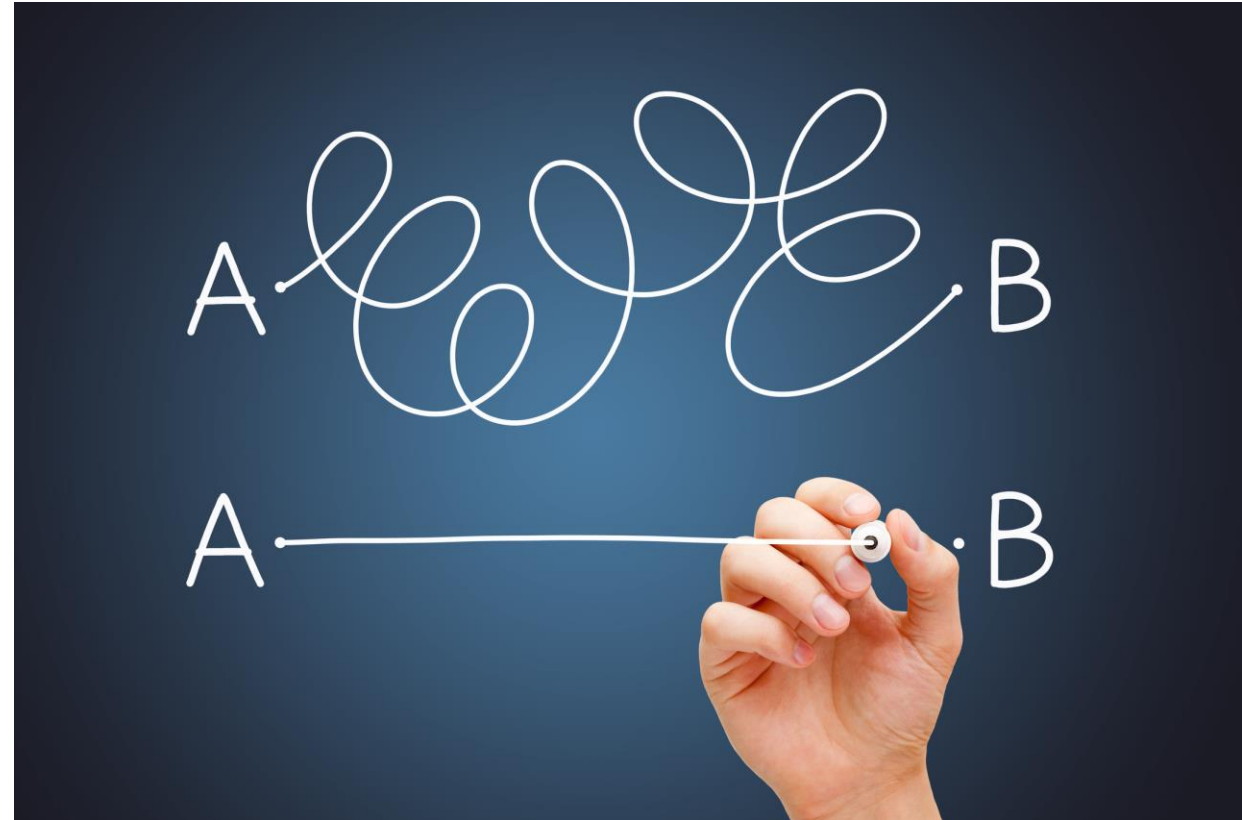
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- Fast debit card delivery
- Fewer holds on deposits
- Access to account number
- Immediate online access
- Ability to transfer in funds



# Easy On-line/Mobile Applications

- Easy to find information
- Clear next steps
- Fast approval & funding
- Mobile



# Knowledgeable **People**

- Clear channel for Members to reach someone
- Reps can answer most questions
- Welcoming and engaged
- Follow-up calls



# Thank You

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[memberloyaltygroup.com](https://memberloyaltygroup.com)





# JESUS GARCIA

MAY 2021





# AGENDA

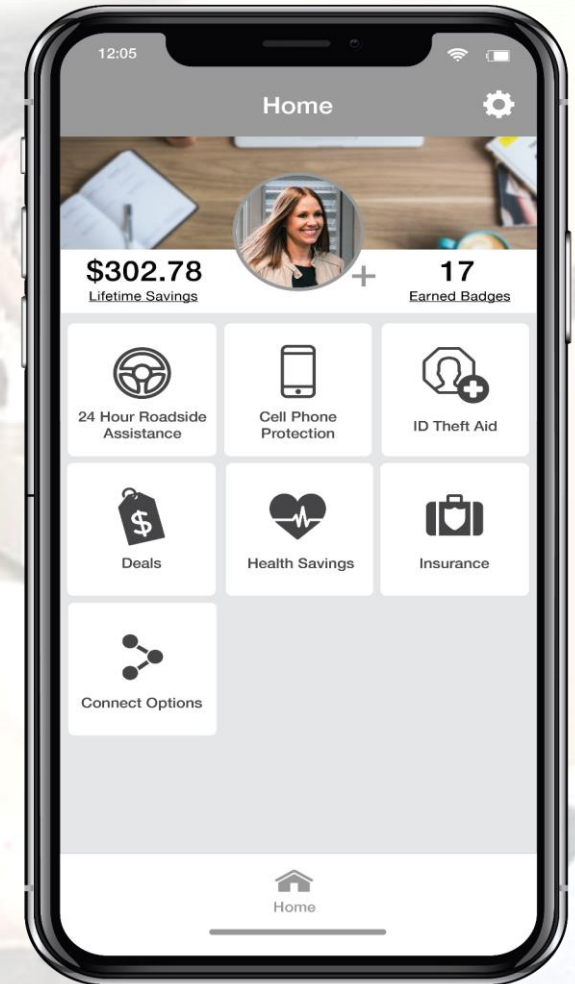
- ❖ WORLD TOUR
- ❖ EPIC CHECKING
- ❖ MICRO MEMBER EXPERIENCES
- ❖ QUARTERLY TRAININGS
- ❖ MEASURE SUCCESS

# WORLD TOUR

- NEW MEMBER CHECKLIST
- WALK-THROUGH OF BRANCH
- MEET & GREET TEAM
- KEYS TO THE CASTLE

# EPIC CHECKING

- CELL PHONE PROTECTION
- ROADSIDE ASSISTANCE
- LOCAL & NATIONAL DEALS
- IDENTITY THEFT PROTECTION
- CREDIT MONITORING
- CASH BACK PER SWIPE
- EXTENDED WARRANTY
- ADDED BRANCH SERVICES







# ALWAYS GETTING BETTER

WEDNESDAY MORNINGS

EVERY OTHER THURSDAY

QUARTERLY

INTERNAL CULTURE

<p><b>Q:</b> Do you want an account that may pay you?</p>	<p><b>Q:</b> Do you have a cell phone or look for deals when you shop?</p>	<p><b>Q:</b> Do you want a low cost account with basic benefits?</p>
<p><b>EPIC Premium Rewards</b>  powered by BaZing <i>We reward your relationship.</i></p> <ul style="list-style-type: none"> <li><b>\$\$\$ EPIC Premium Bonus Rewards</b> - Money Market Dividend Rate Paid Monthly on Average Daily Balance - Debit Card Cash Back Based on All Swipe Purchases - Special Discount Promotions on Loans and Certificates</li> <li><b>Shop local, save local with EPIC Perk savings</b> Local discounts and national retailer deals to save you money on shopping, dining, travel and more.</li> <li><b>Cell phone protection<sup>1,2</sup></b> Receive up to \$400 per claim (\$800 per year) if your cell phone is broken or stolen.</li> <li><b>ID theft aid<sup>1,2</sup></b> <b>Credit Monitoring<sup>3</sup></b> Your credit report is monitored for suspicious activity. <b>Credit Report And Credit Score<sup>4</sup></b> Get a free quarterly credit report and quarterly updated credit score. <b>Identity Monitoring<sup>5</sup></b> Monitors your personal information for suspicious activity. <b>Identity Restoration &amp; Payment Card Fraud Resolution</b> Receive expert help on fraud resolution if you become a victim of identity theft. <b>\$25,000 Personal Identity theft benefit<sup>1,3</sup></b></li> <li><b>Roadside assistance</b> Available 24/7 and free to use. up to \$80 in covered service charges.</li> <li><b>\$10,000 travel accidental death coverage<sup>3</sup></b> Peace of mind for the unexpected.</li> <li><b>Health Savings Card</b> Save money on prescriptions, eye exams, frames, lenses and hearing services.</li> <li><b>Buyer's Protection and Extended Warranty<sup>1,2</sup></b> Newly purchased items are protected for up to \$2,500 per item if theft or accidental breakage occurs during the first 180 days of purchase, when purchased using your BaZing checking account.</li> <li><b>Great interest on your checking balance</b> Our best checking rate.</li> </ul> <p><i>PLUS: Everything in EPIC Checking</i></p>	<p><b>EPIC Checking</b>  powered by BaZing <i>Benefits you'll use.</i></p> <ul style="list-style-type: none"> <li><b>Shop local, save local with EPIC Perk savings</b> Local discounts and national retailer deals to save you money on shopping, dining, travel and more.</li> <li><b>Cell phone protection<sup>1,2</sup></b> Receive up to \$400 per claim (\$800 per year) if your cell phone is broken or stolen.</li> <li><b>ID theft aid<sup>1,2</sup></b> <b>Credit Monitoring<sup>3</sup></b> Your credit report is monitored for suspicious activity. <b>Credit Report And Credit Score<sup>4</sup></b> Get a free quarterly credit report and quarterly updated credit score. <b>Identity Monitoring<sup>5</sup></b> Monitors your personal information for suspicious activity. <b>Identity Restoration &amp; Payment Card Fraud Resolution</b> Receive expert help on fraud resolution if you become a victim of identity theft. <b>\$25,000 Personal Identity theft benefit<sup>1,3</sup></b></li> <li><b>Roadside assistance</b> Available 24/7 and free to use. up to \$80 in covered service charges.</li> <li><b>\$10,000 travel accidental death coverage<sup>3</sup></b> Peace of mind for the unexpected.</li> <li><b>Health Savings Card</b> Save money on prescriptions, eye exams, frames, lenses and hearing services.</li> </ul> <p><i>PLUS: Everything in CBC Basic Checking</i></p>	<p><b>CBC Basic Checking</b> <i>Just the basics.</i></p> <ul style="list-style-type: none"> <li><b>Quick Access Banking Tools</b></li> <li><b>Visa® Debit Card with Zero Liability Fraud Protection</b></li> <li><b>Access to 30,000 CO-OP Network ATMs Nationwide</b></li> <li><b>Access to E-banking and Bill Pay</b></li> <li><b>No Fee E-statements</b></li> <li><b>Access to the CBC E-banking App and Mobile Deposit</b></li> <li><b>Direct Deposit</b></li> <li><b>No Per Check Charge</b></li> <li><b>Overdraft Privilege</b></li> <li><b>Overdraft from Savings, Money Market, or Line of Credit Products</b></li> <li><b>Voice Banking</b></li> </ul>
<p>Only \$8 per month. Plus no fees for minimum balance, paper statement, notary, temporary checks, cashier, or corporate checks. Eligible to waive annual fee (\$95) on EPIC credit card if applied and qualified<sup>6</sup>.</p>	<p>Only \$6 per month. Plus no fees for minimum balance, paper statement, notary, temporary checks, cashier, or corporate checks.</p>	<p>If average monthly balance falls below \$100, the fee is \$7. Otherwise, it is product-fee free.</p>
<p><small><sup>1</sup> Subject to the terms and conditions detailed in the Guide to Benefits. Participating merchants on BaZing are not sponsors of the program, are subject to change without notice, may not be available in all regions and may choose to limit deals. <sup>2</sup> Insurance products are NOT A COVERED, NOT FEDERALLY INSURED, NOT AN OBLIGATION OR GUARANTEED BY THE CREDIT UNION, ITS AFFILIATES, OR ANY GOVERNMENT AGENCY. <sup>3</sup> Identity and credit monitoring require additional activation on BaZing.com for monitoring to begin.</small></p>		





# MICRO MEMBER EXPERIENCES





# UNIQUE EXPERIENCE



# MEASURE SUCCESS

- GOAL IS 75% OR HIGHER**
- DAILY UPDATE**
- WEEKLY RECAP**
- STRATEGIC GOAL**
- BONUS**



# CELEBRATE ALL WINS



Ventura

Branch of the Year



**BRANCH OF THE YEAR**  
**BRANCH OF THE QUARTER**  
**EMPLOYEE OF THE QUARTER/YEAR**

2020 - 84%











# New Member Onboarding

Presented By:  
Vanessa Villescás  
Gigi Elmasry



# Discussion Items

OCCU Overview

Our NPS Journey

What works well?

Overcoming Challenges

Lessons Learned after COVID

Focus Areas





• Who are we?



**Members: 120K**



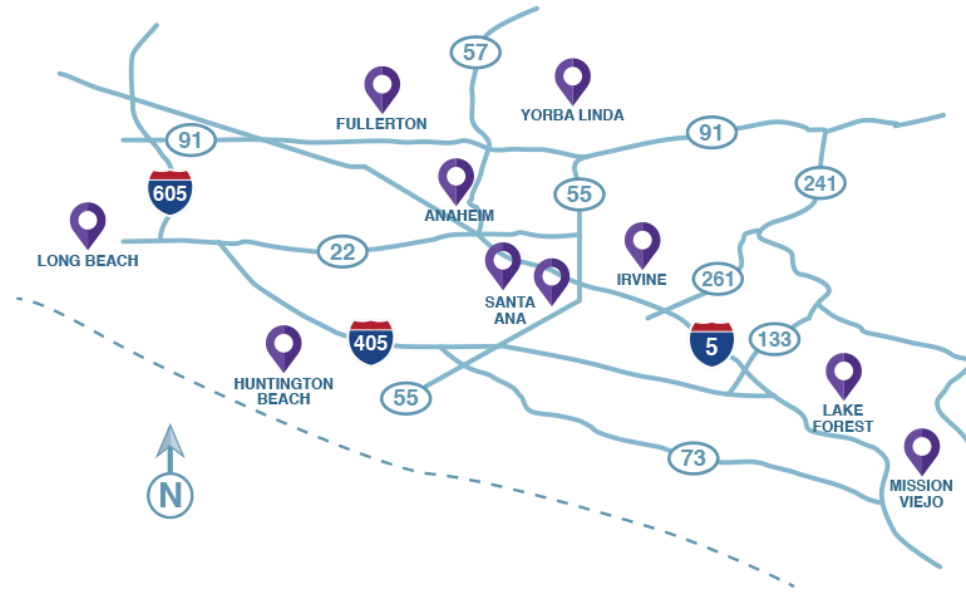
**Assets: \$2B**



**Charter**

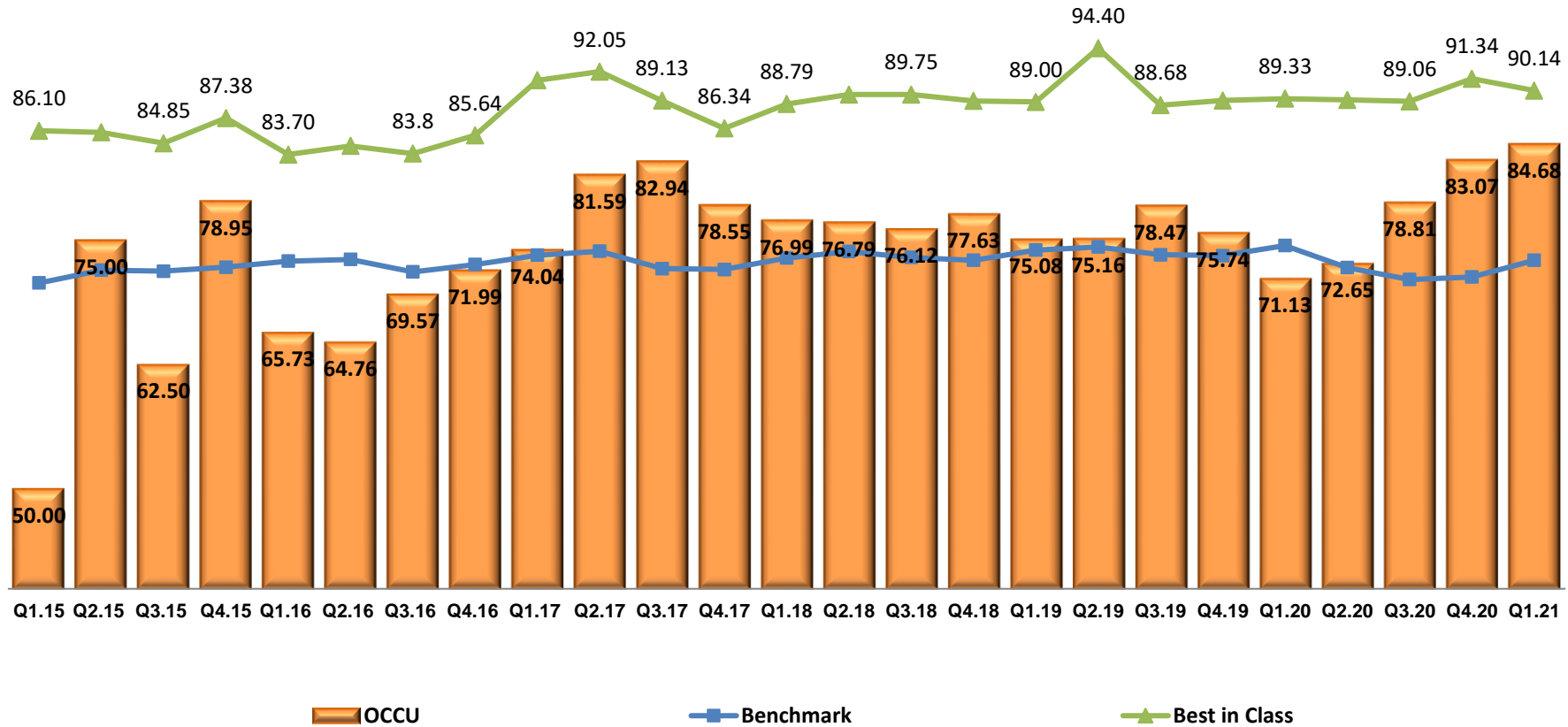


# Geographic Location

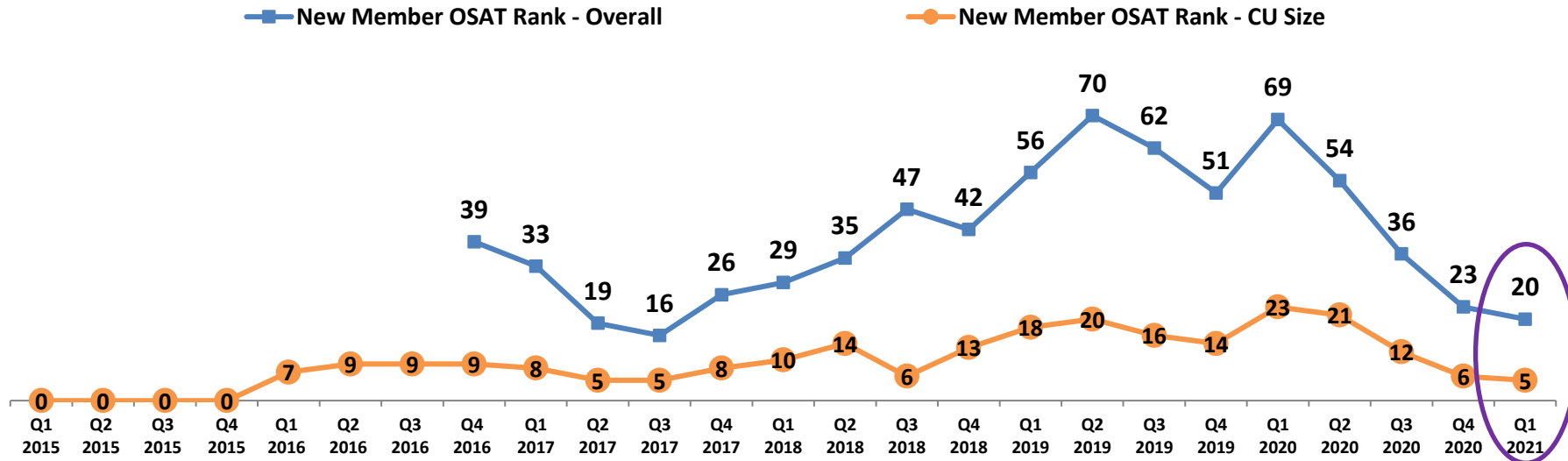
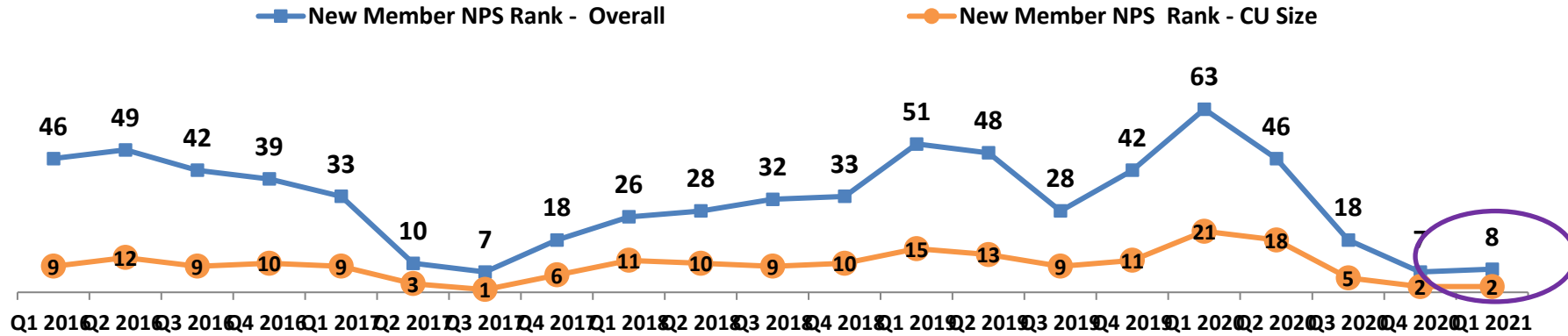


# Our New Member Journey – Benchmarks

## New Member



# Our New Member Journey – Benchmarks



# How do we onboard New Members?



Relationship Owner



Reaching out to Members  
via their preferred contact  
(phone / email)



# NEW Member Onboarding

## Brand New Checking Member Onboarding Touch Points by Open Channel



In Person



By Phone



Self-Serve

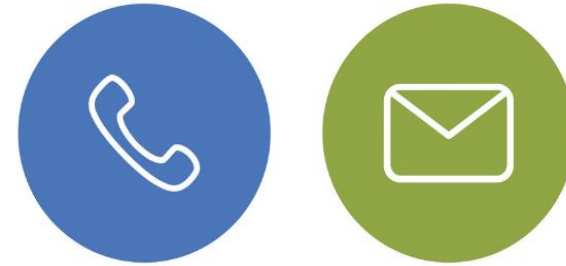
	Day 1	Day 2	Day 7	Day 14	Day 21	Day 28	Day 35	Day 42	Day 60
<p>Introduction to at least one leader</p> <p>Introduction to at least one other non-leader Associate</p> <p>Branch Tour</p> <p>Welcome gift (orange stress reliever, pen)</p> <p>New Member is made aware of intent to call them in the future</p>	Welcome Email		<p>Hand written thank you-card mailed</p> <p>Debit card email*</p> <p>*No email if debit card not requested</p>	<p>First phone call</p> <p>eStatements email*</p> <p>*No email if already enrolled in eStatements</p>	<p>Direct deposit email*</p> <p>*No email if already receiving direct deposit</p>	<p>Overdraft protection email*</p> <p>*No email if already enrolled in overdraft protection</p>	<p>Another Overdraft protection email*</p> <p>*No email if they have not enrolled in overdraft. If they are enrolled in overdraft and have text alerts, email also not sent.</p>	<p>Fraud &amp; security email</p>	<p>Second phone call</p>
<p>New Member is made aware of intent to call them in the future</p>	Welcome Email		<p>Hand written thank you-card mailed</p> <p>Debit card email*</p> <p>*No email if debit card not requested</p>	<p>First phone call</p> <p>eStatements email*</p> <p>*No email if already enrolled in eStatements</p>	<p>Direct deposit email*</p> <p>*No email if already receiving direct deposit</p>	<p>Overdraft protection email*</p> <p>*No email if already enrolled in overdraft protection</p>	<p>Another Overdraft protection email*</p> <p>*No email if they have not enrolled in overdraft. If they are enrolled in overdraft and have text alerts, email also not sent.</p>	<p>Fraud &amp; security email</p>	<p>Second phone call</p>
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# Onboarding Tracking



## Synapsys tickler

- Automated email reminder



## Contacts: (Phone/email)

- Within 1st week – Thank you card
- 10 days - follow-up call
- 3 months – follow-up call / check-in

# Deepening Relationships



- Set expectations
- MSR / Associate buy-in
- Developing confidence
- Consultative approach
- Emphasis on email address
- Follow-ups / Closing the Loop

# Lessons Learned after COVID

- ✓ Driving Member and Associate behavior



- ✓ Elevating Associate Skills set



- ✓ Connecting with Members



# Focus Areas

- **Member Growth / Retention**
- **Closed Membership Survey**
- **Strategic Initiatives**

# Positive Member Comments

*“From the moment I started the process of joining, everyone at the bank has such a great demeanor and professional attitude, even the phone call to make the appointment gave me a good feeling. The staff seemed genuinely happy and friendly, not because they had to be, but because they wanted to be. As a former Bank Manager from a different company, I can tell this was a very well managed Credit Union.”*

# Positive Member Comments

*“Everything about opening an account has been super easy, comfortable, and comprehensive. Applying, acceptance, switching banks, direct deposit, receiving of paper work, checks, and debit card have all been an easy and pleasant transition.”*

# Positive Member Comments

*“Extremely easy account opening process and staff was very friendly both online and in person. They were interested in helping me.”*

*“The online access was easy and every team member I spoke with was friendly and genuine.”*





# Thank you!

- **Contacts:**
- Orange County's Credit Union: 714-755-5900
- Gigi Elmasry – [gelmasy@orangecountyscu.org](mailto:gelmasy@orangecountyscu.org)
- Vanessa Villescascas – [vvillescascas@orangecountyscu.org](mailto:vvillescascas@orangecountyscu.org)