



## Voice of the Customer Helps Improve Member Satisfaction and Boost Sales for Credit Union

### Challenge

A well-established Midwestern credit union that prides itself on empowering its members to improve their quality of life noticed its member experience levels declining in comparison to its peers. To jumpstart its customer service performance, the credit union chose to utilize Voice of the Customer, powered by CSP, to identify causes and guide them through steps to improvement.

### Solution

The Voice of the Customer solution collected information and insights directly from the credit union's members which was used to identify the key drivers of satisfaction

within its unique service environment. To increase the return on investment, a custom-designed Manager Development & Training Program was created to identify managers' strengths, individually and collectively, pinpoint challenges, and introduce best practices across their culture to improve the member experience.

### Results

In the first six months after implementing the Manager Development & Training Program powered by the Voice of the Customer solution, member satisfaction numbers increased in almost every category. This improvement to service levels translated into a significant increase in loan production and overall sales for the credit union. The program paid for itself in less than six months.

*"It has been a game changer for us and our efforts in improving our customer service and our financial growth.*

*I would recommend this program to everyone. I wish we would have done it sooner. You don't find this kind of customer service just anywhere."*

— Senior Vice President



The credit union also noticed a more positive, engaging, and collaborative attitude from their managers, who continue to embrace new initiatives while working together to improve the quality of life of their members.



To learn how Harland Clarke can help your financial institution drive improved performance with account holder insight, call **1.800.351.3843**, email us at [contactHC@harlandclarke.com](mailto:contactHC@harlandclarke.com) or visit [harlandclarke.com/VOC](http://harlandclarke.com/VOC).

*Harland Clarke's Lifecycle Marketing Solutions — powered by advanced analytics, insightful data and award-winning creative designs — drive engagement and profitability at every stage of the account holder relationship.*

*Through effective acquisition, onboarding and cross-selling strategies, we help our clients achieve primary financial institution status with their account holders.*

#### **Acquisition**

Reach prospects with targeted, effective communications that encourage new account openings and set the foundation for strong relationships

#### **Onboarding**

Use relevant account holder data to deploy multichannel communications that effectively transition new account holders into satisfied, loyal customers

#### **Cross-sell**

Increase the number of household products to capture full profit potential

*Many variables impact campaign success. The information that is contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee a particular level of success with a campaign.*