

Listen. Learn. Lead.

Unlocking the Power of Credit Union Surveys

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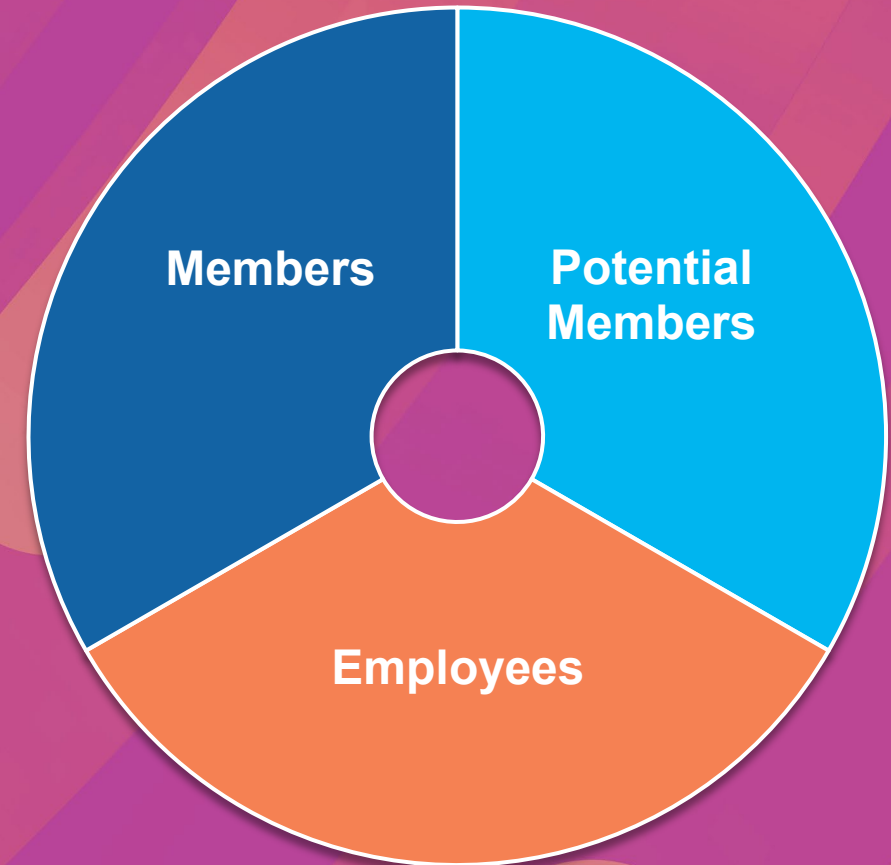
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Why Do Surveys Matter?

- Credit unions thrive on trust, loyalty, and connection.
- Surveys translate perceptions into actionable insights.
- Continuous feedback helps identify issues before they become problems.
- Surveys validate and measure credit unions' performance!

Key Listening Channels: Turning Feedback into Action



Member Satisfaction Surveys

- **Most Common Uses**
 - Overall Satisfaction
 - Likelihood to recommend the CU

- Then calling it a day!



- **Problems with this approach?**



“Members say they’re only *moderately satisfied* – why?”

“Loan growth is down, but our strategy hasn’t changed. What’s going on?”

“How can we better attract and engage younger members?”

“Where should we focus for the future in terms of products and services?”

“Do members recognize our value proposition?”

**If we want actionable results,
we need to ask the right questions!**

Member Satisfaction Surveys

Digging Deeper

- Demographic differences
- **Why people joined** the credit union
- Preferred **communication** methods
- Primary ways members **conduct business**
- Experience with **branch facilities**
- Experience with **representatives**
- **Products/services** currently used
- Satisfaction with **other financial institutions**
- **Open-ended feedback** (hidden value!)



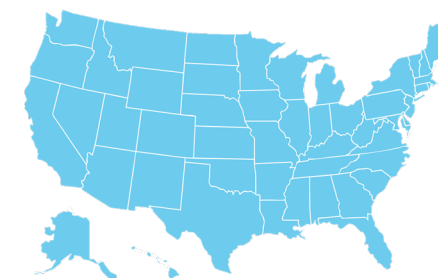
Member Satisfaction Surveys

The Latest Trends

Total Rewards
Symposium 2025

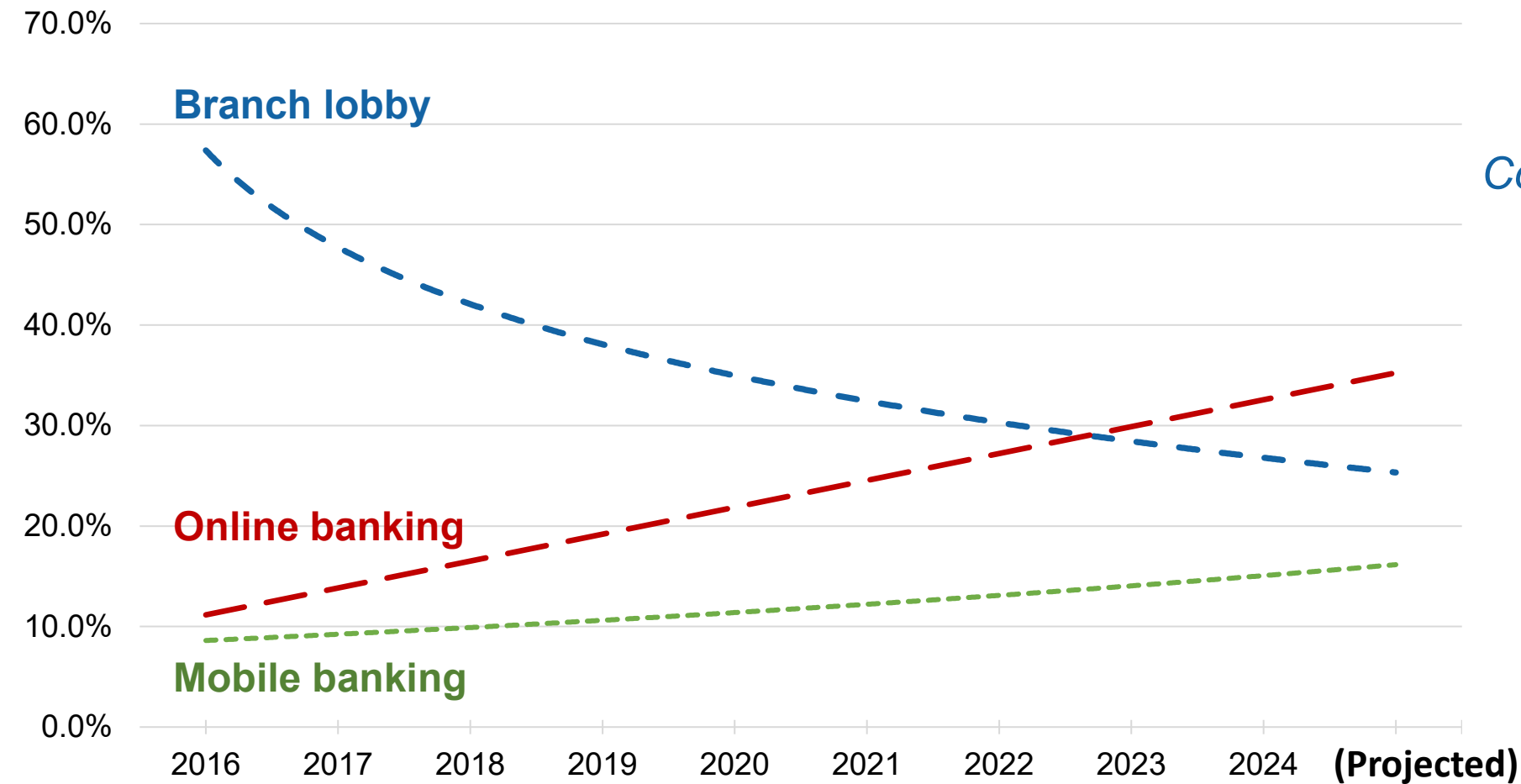
- **D. Hilton Member Survey Peer Dataset**

- Represents over **7 million credit union members** nationwide!
- Updated annually (every January/February)
- Data from all 50 states
- All Time: 2002 – 2024
- Current Peer Dataset: 2014 – 2024



Current Peer Dataset	Total Assets
13%	\$250 mil - \$499.9 mil
27%	\$500 mil - \$999.9 mil
60%	\$1 bil+

Primary Means of Conducting Business

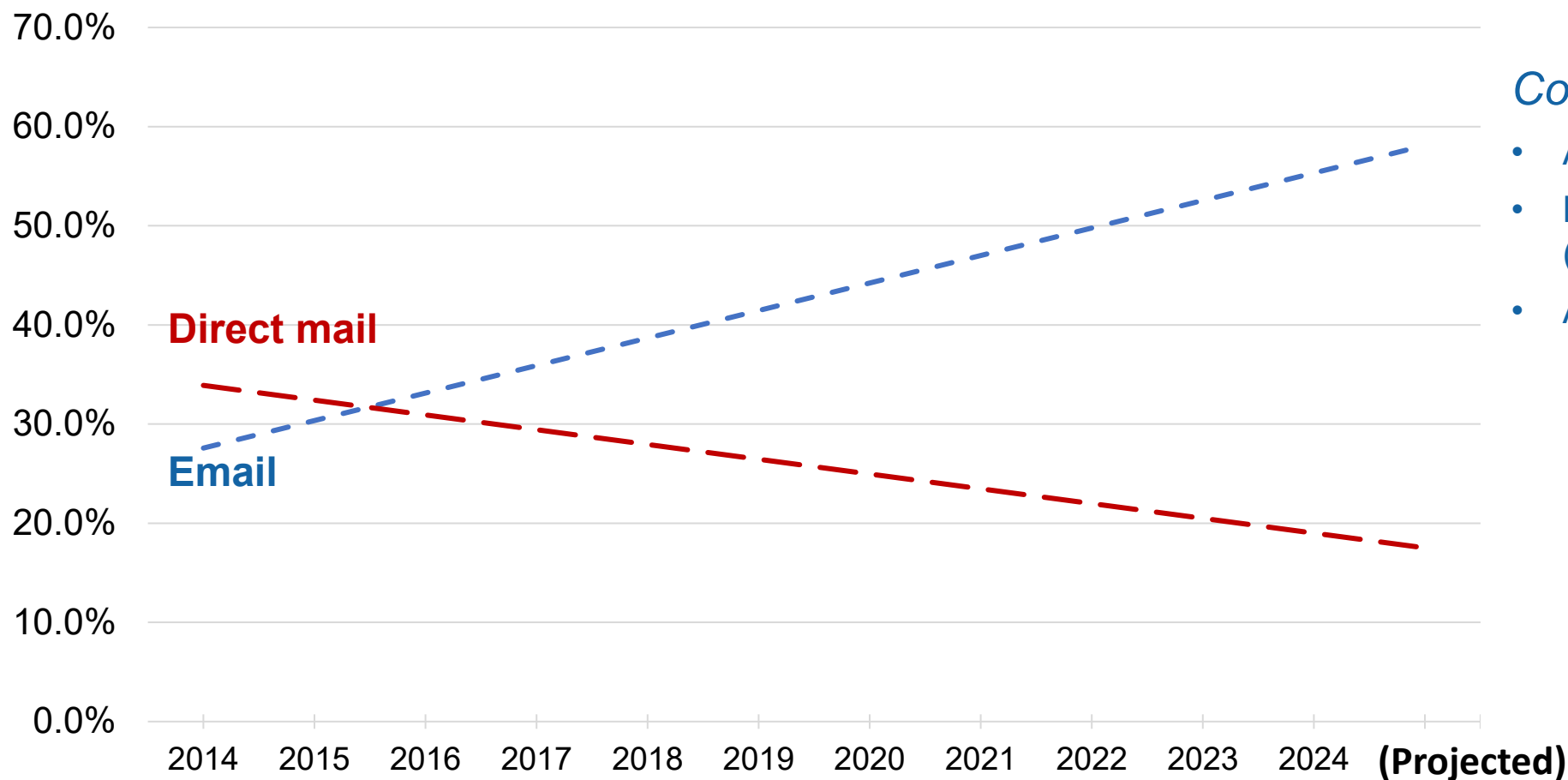


Implementing the Listening Strategy

Consider....

- Age & generational differences
- Technological advancements & cybersecurity
- Which circumstances do members strongly prefer in-person interactions to conduct business?
- Branch internal costs (rent, branch maintenance, staffing)

Primary Preference for Receiving Product/Service Information from the Credit Union



Implementing the Listening Strategy

Consider....

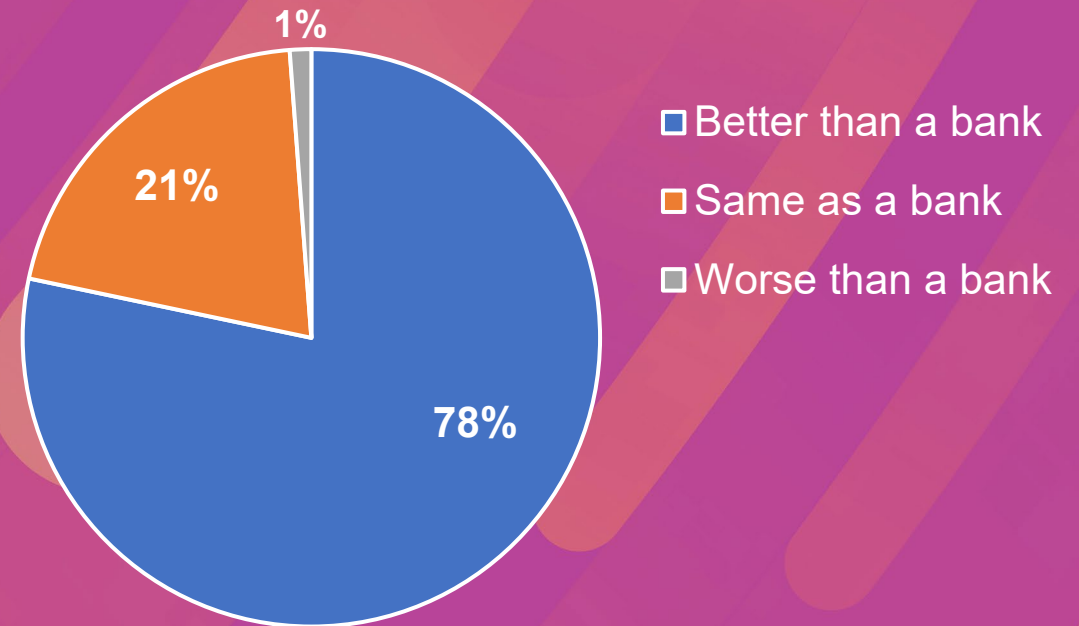
- Age & generational differences
- Messaging for direct mail vs. email (marketing, legitimacy)
- And.....



Primary Financial Institution (PFI)

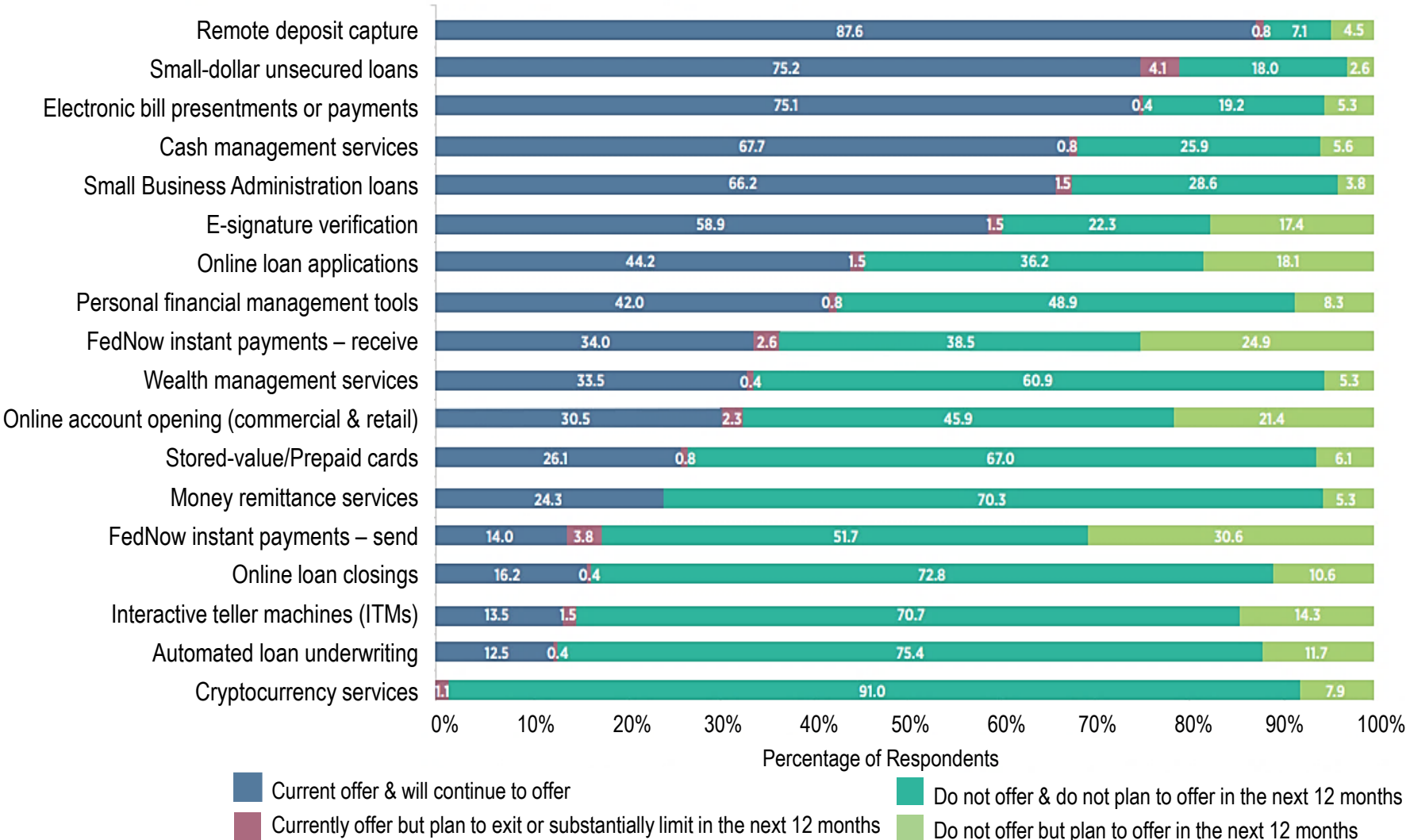
- High competition with banks and other financial institutions for **deposits/savings** as well as **loans**
- Closing the gap
- July 2025 CSBS Annual Survey of Community Banks' findings

Do you believe that the credit union is....



- Top FIs –Bank of America, Wells Fargo, Chase Bank, Citigroup

What are your bank's intentions regarding the following financial products or services?



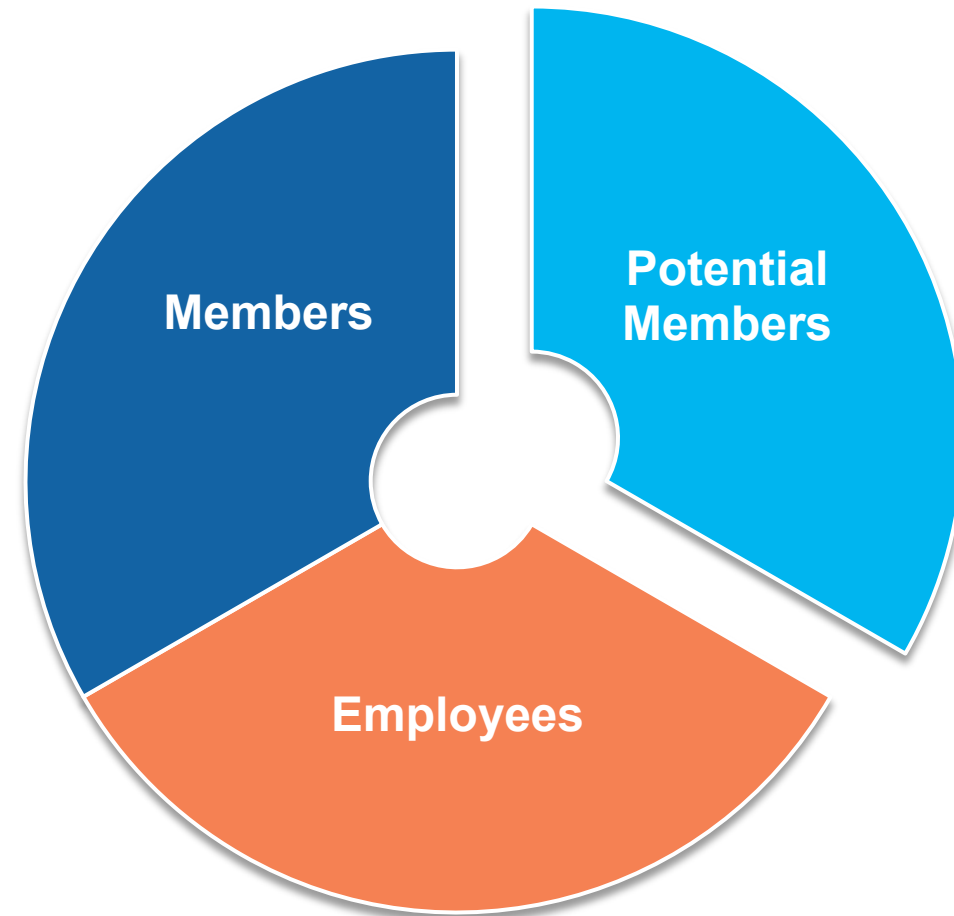
- **Blue** = continued competition for CUs
- **Light green** = CUs should brace for increased competition
- **Pink, Teal** = opportunities for CUs

Listening to CU members

- Which products/services are **most important** for a PFI?
- Reasons for using alternate FI for **loans**?
- **Opportunity areas** (e.g., what do members think & want when it comes to cryptocurrency?)

Brand Awareness & Market Perception Surveys

Key Listening Channel: *Potential Members*




Brand Awareness & Market Perception Surveys

Potential Members

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- **Potential Members** = any non-members who are eligible to join the CU
- **Gathering Information & Listening to Potential Members**
 - Awareness, recognition, & familiarity with the CU
 - Sentiments & perceptions of CU's brand and reputation
 - Differences by demographic groups
 - Where are they a member (or customer)?
 - **What do they value from their PFI?**
 - Recent product/service purchases
 - Who did they consider?
 - **Who did they actually conduct business with? Why?**
 - Was it a good/bad experience?
 - Do they plan to continue business with that FI?
 - **What would it take to earn their business with the CU?**

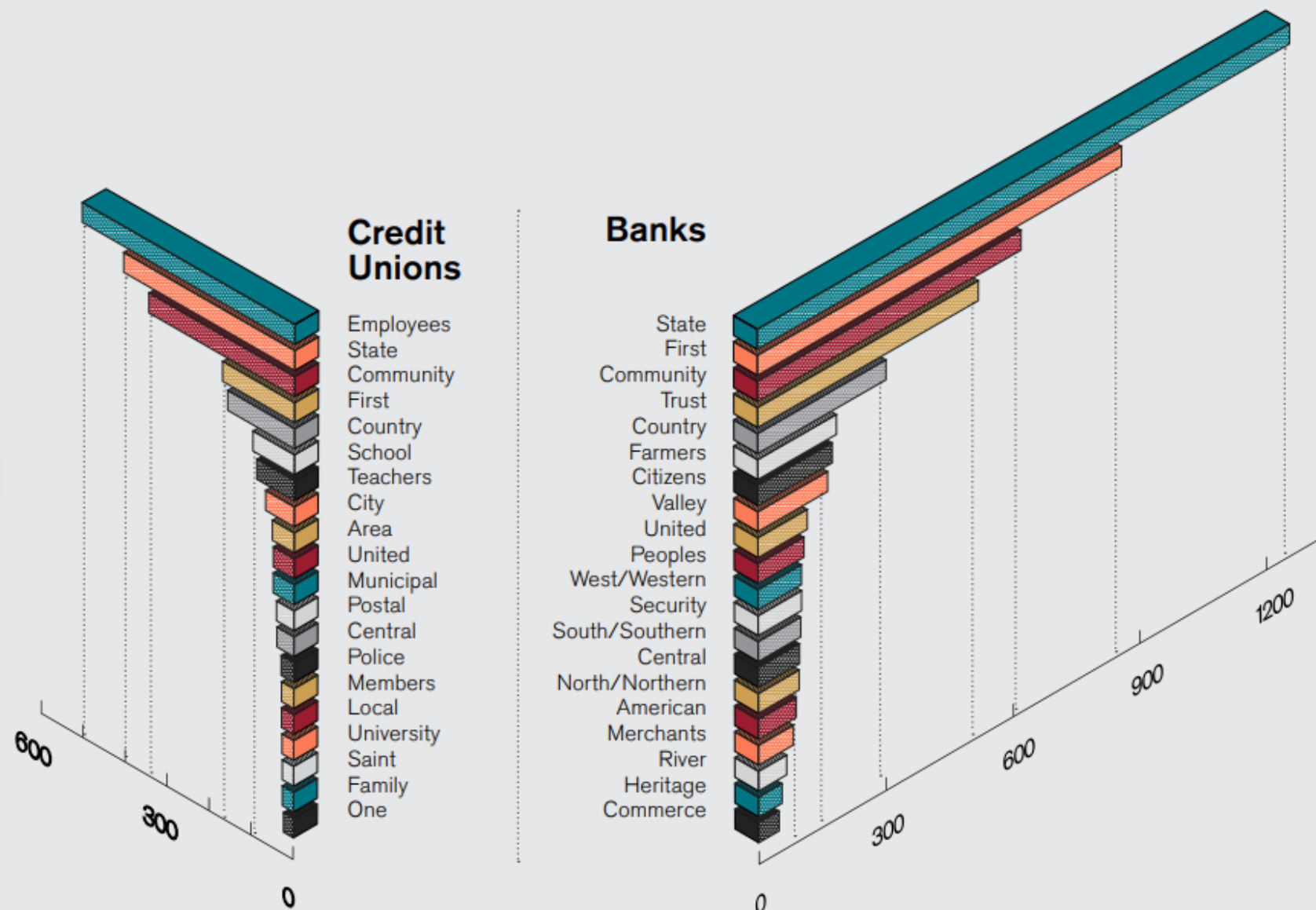


What's in
a name?

Branding & Marketing

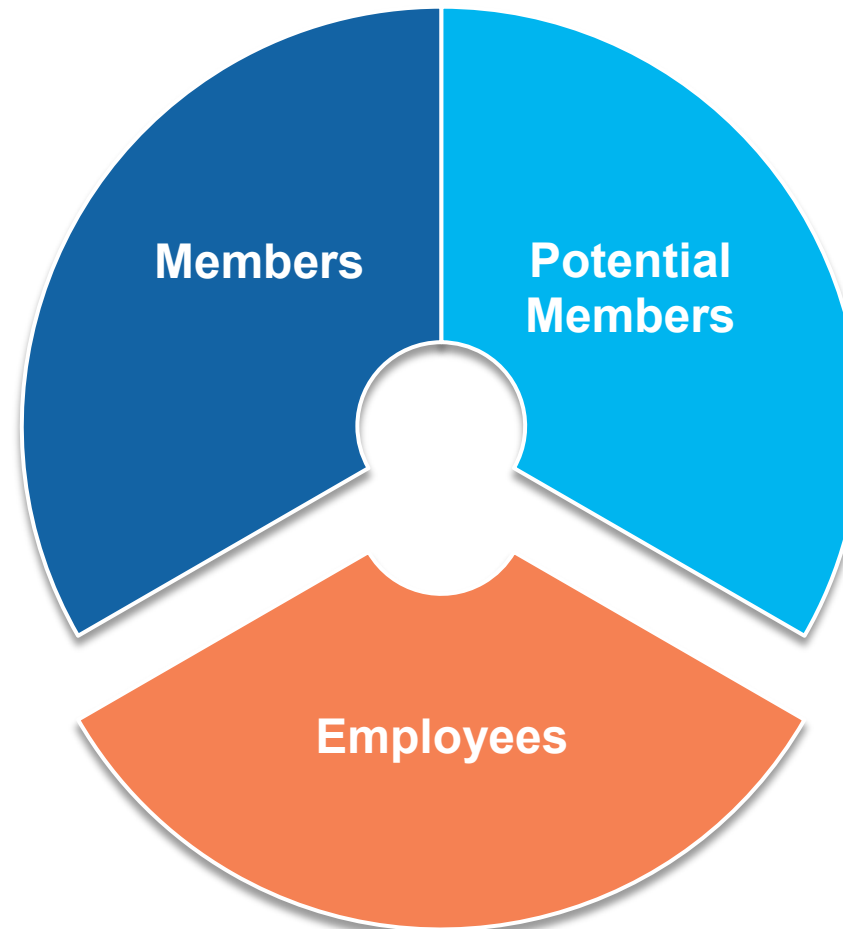
- **Name Recognition:** Recalling & remembering CUs
- **Differentiation:** Distinguishing the CU from other similar-sounding FIs
- **Relevance:** Does the name still apply (e.g., geographic reach, membership base)?
- **Representation:** Does the name continue to reflect the CU's mission, vision, and values?

Top 20 Financial Institution Names in the US



Employee Engagement Surveys

Key Listening Channel: *Employees*



Employee Engagement Surveys

The Latest Trends

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- **Employee Engagement Survey Peer Dataset**
 - Represents nearly **20,000 credit union employees** nationwide
 - Updated annually (every January/February)
 - All Time: 1997 – 2024
 - Current Peer Dataset: 2022 – 2024

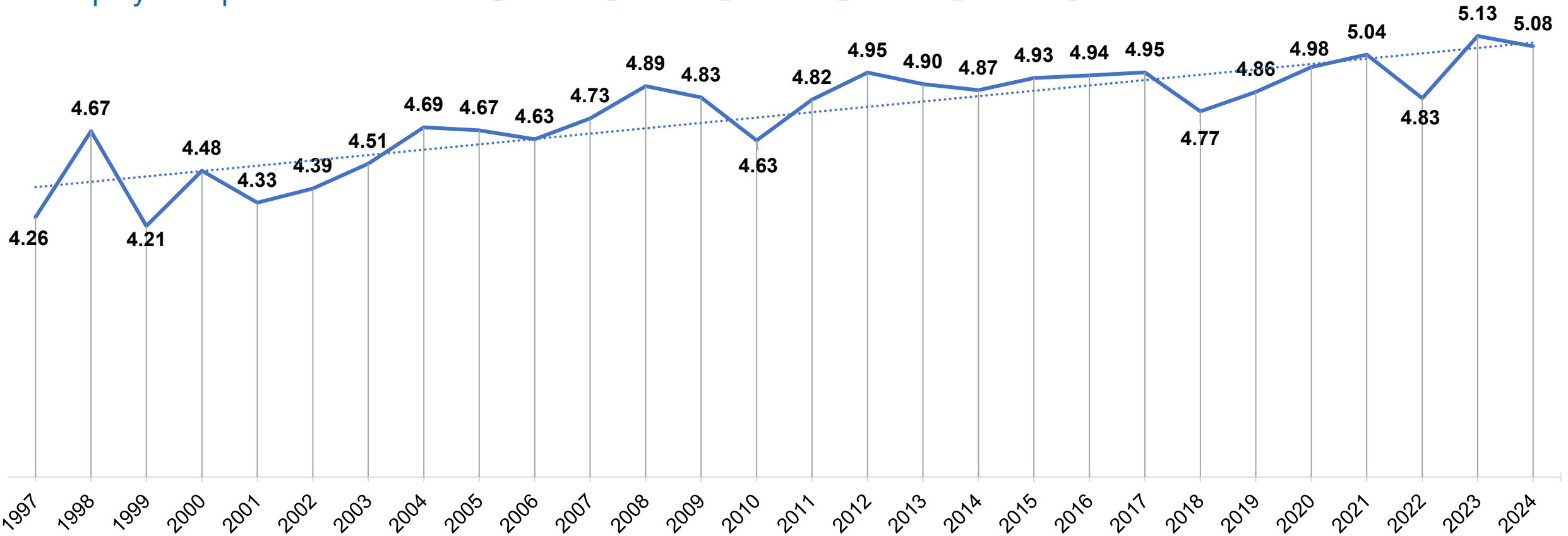
Current Peer Dataset	Total Assets
3.6%	\$200 mil - \$399.9 mil
5.3%	\$400 mil - \$599.9 mil
10.0%	\$600 mil - \$999.9 mil
81.0%	\$1 bil+

Core Areas

- Working Conditions
- Job Content
- Morale
- Supervision
- Credit Union Management Team
- Communication
- Advancement & Development Opportunities
- Benefits
- Compensation

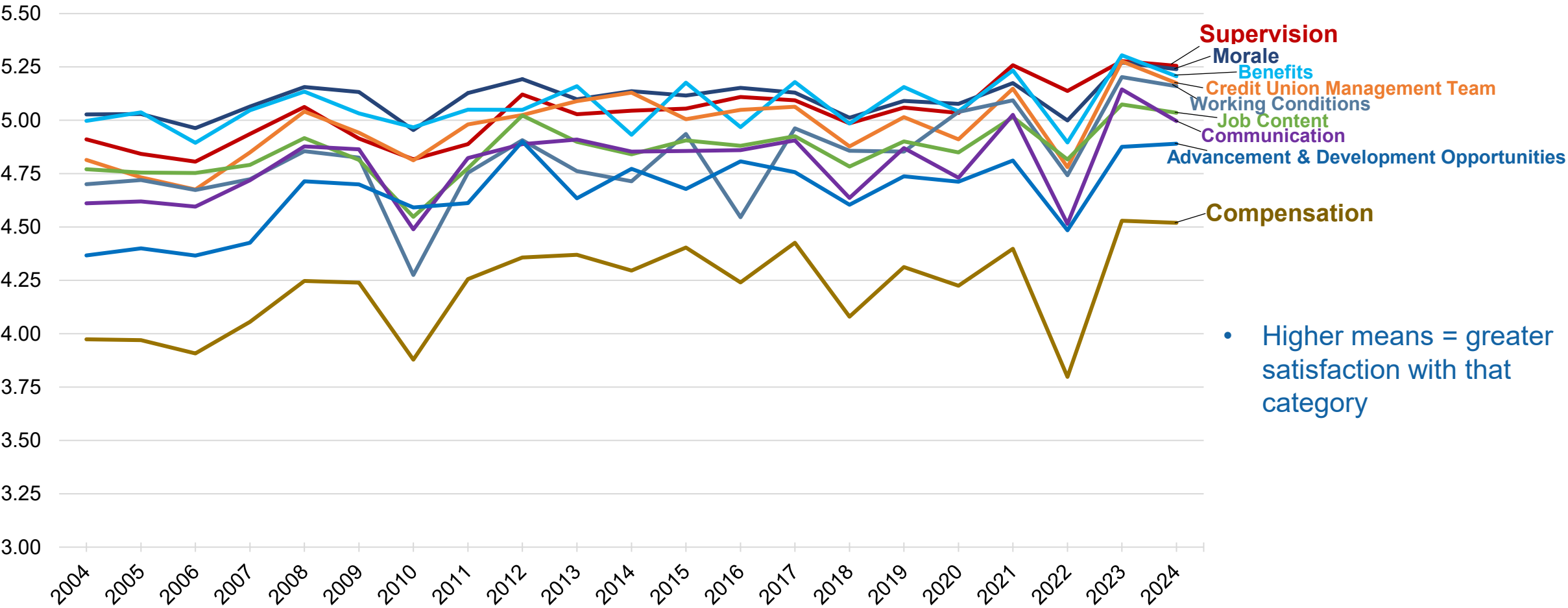
Overall Employee Experience over Time

- Higher means = greater employee experience



Employee Engagement Surveys

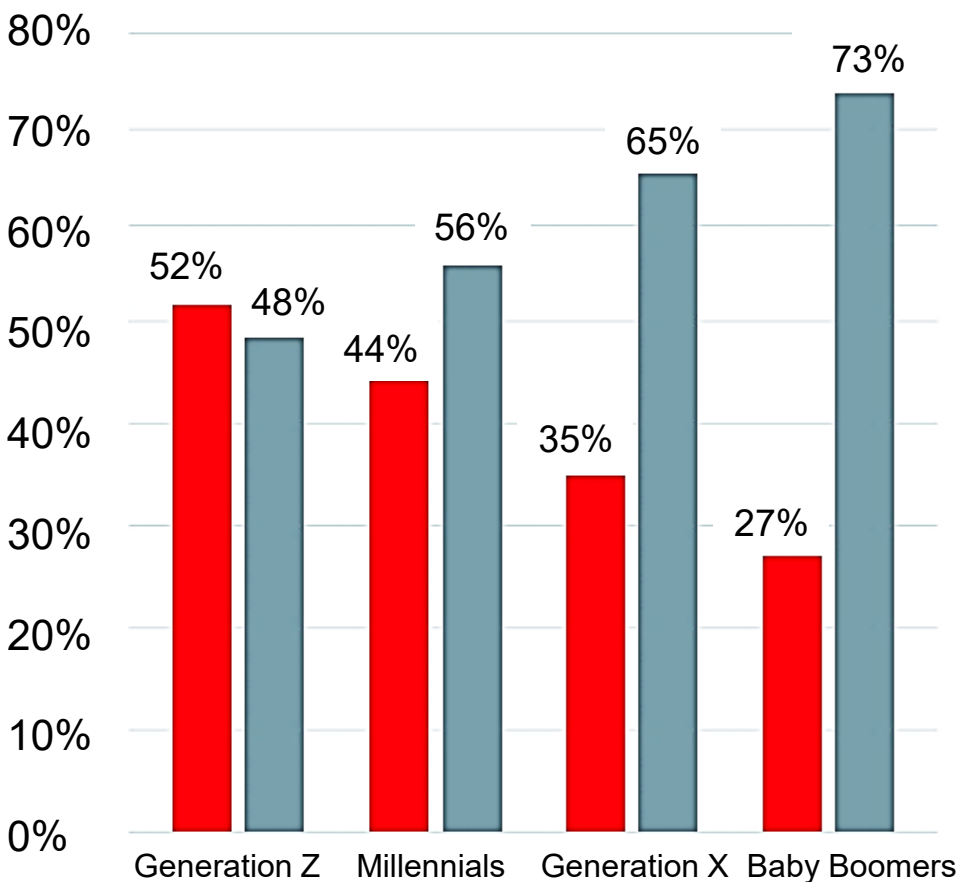
Employee Experience Categories over Time



Sacrificing Pay For Benefits

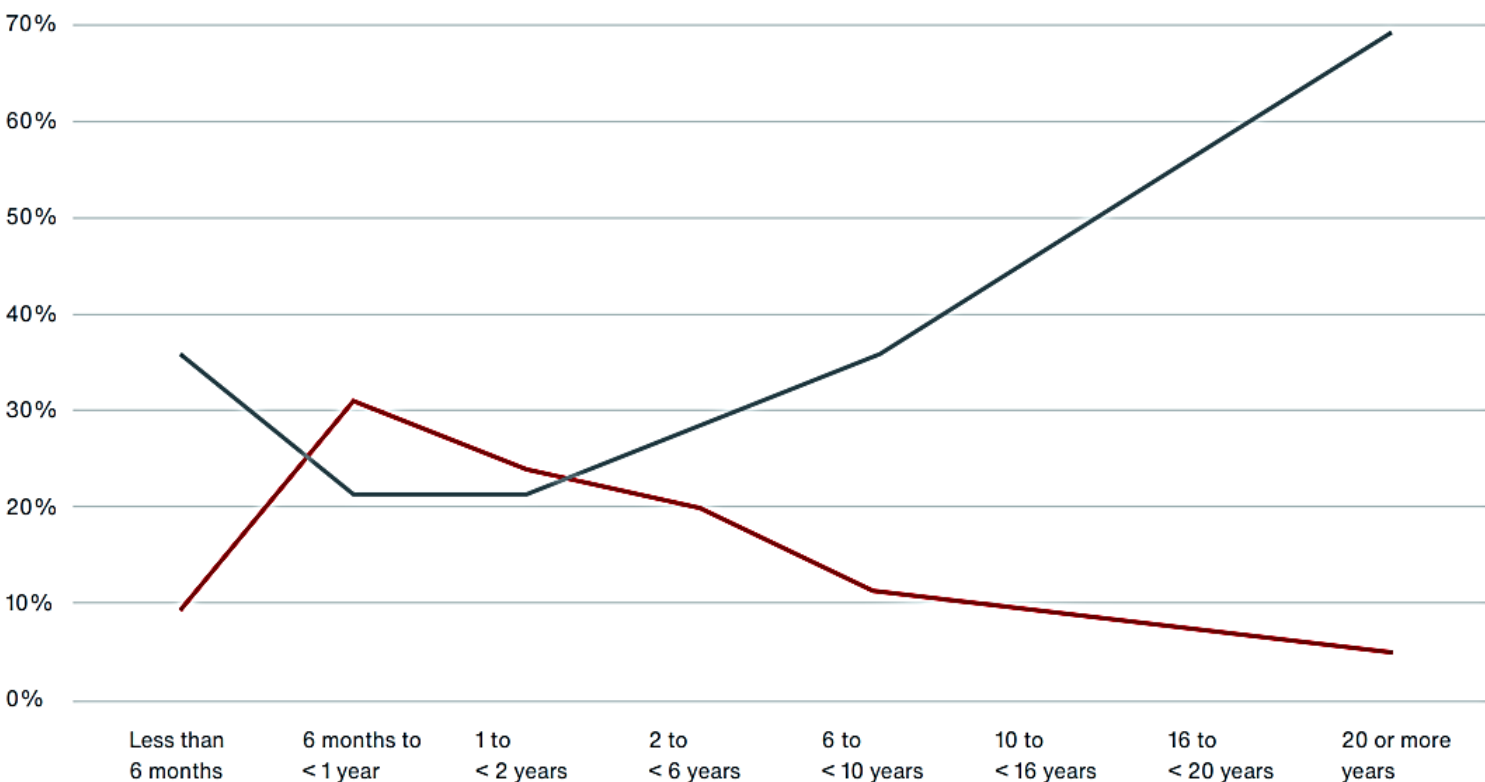
Would you be willing to sacrifice pay for a better choice of benefits?

Yes No

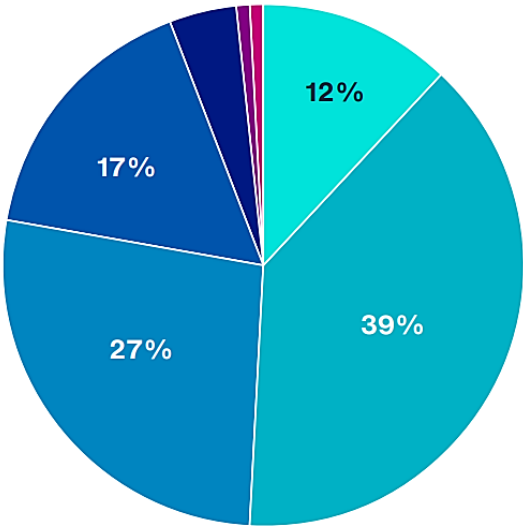


Tenure vs Likelihood to Seek New Employment

Definitely will seek new employment Definitely will not seek new employment



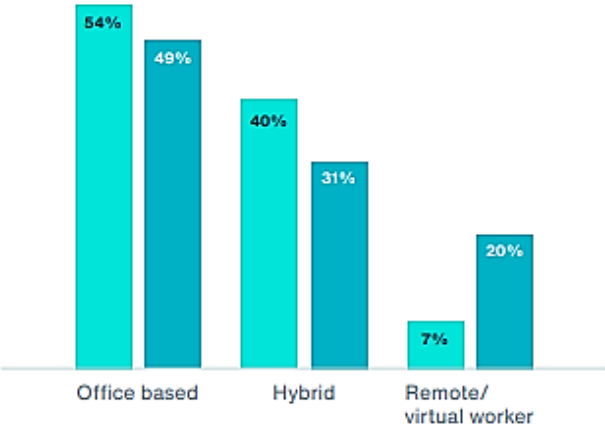
Current Wellbeing



- **Thriving 12%**
I am continually progressing positively
- **Generally good 39%**
I am feeling content
- **Balanced 27%**
I feel like the peaks and troughs are equal and I am able to manage well
- **Coping 17%**
I feel like things are difficult, but I am dealing with them
- **Struggling 4%**
I feel like things are difficult, and one more thing will be too much
- **Needs Support 1%**
I cannot cope without external intervention or support
- **Prefer not to say 1%**

Current Working Style

● Global benchmark ● USA



Source: Aon Aug 2024 Employee Sentiment Study

Why is Compensation consistently rated the lowest (by far) among Employee Experience categories?

“Easy! Everyone wants bonuses and raises no matter what.”

- We know a dollar doesn’t stretch as far. What else?

2025 Research Shows:

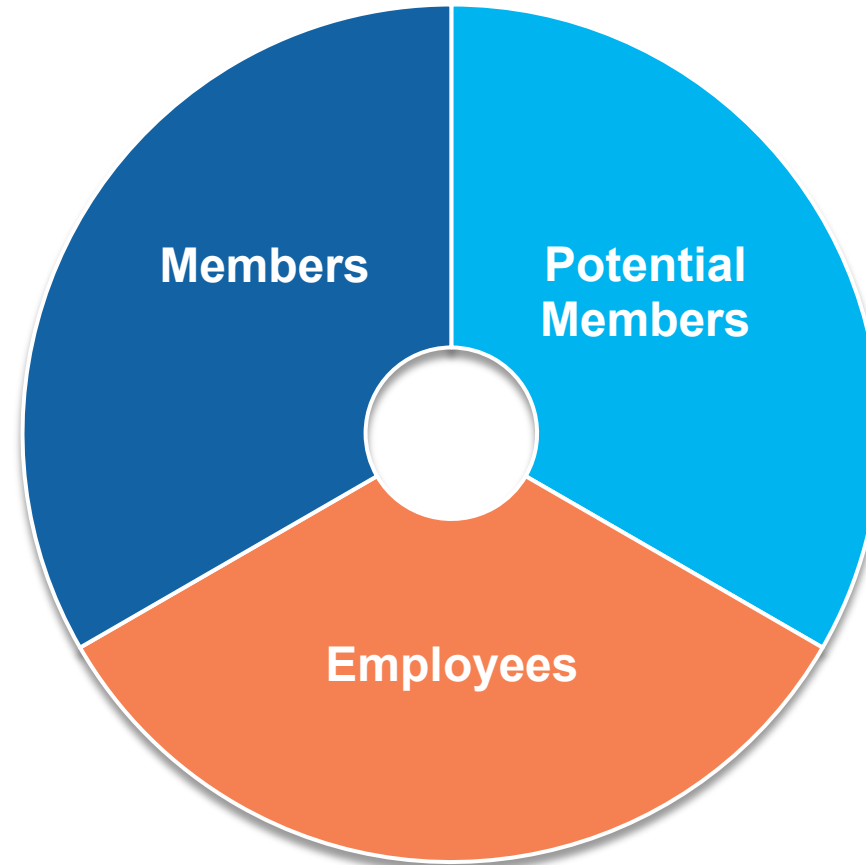
- High employee personal debt
- Low emergency savings
- Low confidence that Social Security will be available in retirement
- Age differences: Mortgage vs. Healthcare expenses
- Nearly 60% of employees are caregivers for a family member



Source: Bank of America’s May 2025 Workplace Benefits Survey

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Key Listening Channels: Turning Feedback into Action



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