

Know thy Members.

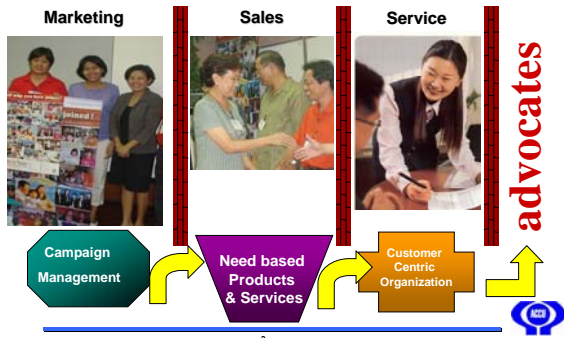


If you know your members, you know how to deal with them . . .

Think Customers



Take Action to Enrich the Customer Relationship



Module 5: Customer Relationship Management

What Data do we capture on Members

Business Intelligence

Segments Profitability Life Time Value Transactions

Customer Behaviour Usage Profile Loyalty	Customer Interaction Inbound/outbound contact Request Campaign history	Customer Profile Lifestyles Preferences Demographics Attitudes	External Data Geo-demographics Census
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Product Portfolio Market Share in Membership

Base Data

Data Model

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Module 5: Customer Relationship Management

Exercise 8 - Prepare a Data Map for Members

Areas	Means of Obtaining Information	Techniques
Behavior	Inbound and outbound contact history	
Profile	Inbound and outbound contact history	
Lifestyles	Inbound and outbound contact history	
Preferences	Inbound and outbound contact history	
Demographics	External information	

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Module 5: Customer Relationship Management

Examples of Techniques

- Observation
- Experiencing
- Talking
- Internal Research – qualitative
- Internal Research – quantitative
- External Research

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Observation

- Reveal basic patterns of member behavior
- To give middle and senior managers the chance to learn about many subtle activities that make up the service interaction, and interplay of these elements.



Experiencing

- put yourself in the shoes of your member
- Example: Try ringing in with an enquiry (if you must, you can put on your favorite fake accent)), try accessing a service, or try making a complaint.



Talking

- Members
- Employees



Internal research - qualitative

- explores member sentiments, attitudes, values or behaviors.
- Focus groups or one on one interviews



Internal research – quantitative

- involves collecting answers to predetermined questions (usually a survey) from larger numbers of respondents.



External research

- conducted outside the credit union.
- Demographics, potential members
- Marketing issues or concerns



The computer is your friend (but not always your best friend)

- GOAL – is **not** to see how much information you can get from members
- **but** to get information that is useful to your credit union.



- there are so many options – and so little time to make decisions that can spell success of the credit union.

The most efficient way to narrow your options is to look at the advantages of each source of data.



Exercise 9

- List down the skills and knowledge you gain from this module



Objectives of this module:

- Understand the clear, concise definitions of CRM;
- Become aware of their role in CRM;
- Develop skills in designing CRM approach that is responsive, flexible, and personalized to each member/customer;
- Gain skills in creating effective customer focused programs for the credit union
- Create their own CRM Strategy and program



Q & A

Thank you for your attention.