





The ultimate Member loyalty is having the credit union:

 come to mind first for each member and knowing the credit union will meet all their financial needs at a fair price and the best service.

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ပ ပ ပ ပ For years, Airlines have established their own programs that provide free air travel to repeat customers through a mileage awards program.

• Their success and research studies at Harvard Business School indicate that marketers are shifting money from advertising to <u>one-to-one loyalty building</u> activities.













• Free wallet

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- 10,000 bonus mileage
- Membership Card
- Free Subscription of Newsletter

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When members are not happy with your business they usually won't complain to you, instead they'll probably complain to just about everyone else they know.

 Retain
Retain
Reach out to your members
Contact ... Contact ... Contact
Simple newsletter
Home visits
Use every occasion to provide platform for members to get together such as dinner dance, picnics etc.
Establish connection to your members

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Extend

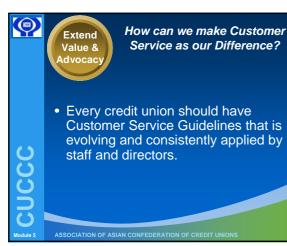
Value &

Strategies

- Offer products highly differentiated from those of competition
- Higher-end products where price is not the primary buying factor
- Products with high service component
- Range of products and services
- Make customer service as your differentiation

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Something to think about

- Do you have a specific plan for building members loyalty?
- Members are becoming harder to WOW, they are looking for more than just savings and loans.
- They need to create emotional connections.
- We need to venture into the power of emotional experiences.
- Everything in this world is all about relationships.
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