



STAR CREDIT UNION

CRM Strategy Statement

Organizational Mission:

To help members achieve financial independence.

Service Strategy:

To us, member service is everything our credit union does to create personally pleasing memorable interactions with our many different constituencies.

CRM Strategies:

- We will create relationships by understanding of the unique expectations, needs and wants of each of our members and equipping our staff to meet them.
- We will maintain relationships by constantly identifying opportunities to enhance our members' experience
- We will expand relationships by rewarding members who contribute in improving the credit union business