

ONLINE EXPERIENCE REVIEW:

CAPTURING CREDIT UNION MEMBERS WITH SUPERIOR WEB SERVICES

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Did you know?

- 65% of existing credit union members feel they need to use additional financial institutions. The biggest driver is deficiencies in current credit union internet banking capabilities.
- Online bank customers, which skew younger, are extremely satisfied by the 'service' they receive and are much more likely to be satisfied with their combination of fees and services.
- Credit unions lag on-line bank competitors in satisfaction. For every on-line banking customer that would like to switch financial institutions, fully six credit union members would like to switch.

Now scheduling advisory engagements.

THINK.DO.

Filene studies show that credit unions' online presence matters. Convenience is far-and-away the leading driver for consumers' choice of financial institution, yet many credit unions undervalue the online aspect of convenience. Forty-four percent of 18-34 year-olds cite online banking as their preferred method of interaction—more than twice the number of those that prefer branches. Researcher Rob Rubin uses his vast experience to help credit unions:

- Engage online prospects.
- Gain new members.
- Increase Web traffic.
- Ensure their Websites address non-member needs.
- Drive down costs with optimized e-services.

This customizable engagement includes:

1

STEP 1: Stakeholder Interviews

Up to three interviews by phone to understand the organization's goals for generating new members through online channels, understand current initiatives and goals for the website, identify changes which are potentially in process, and examine metrics (such as site traffic) that might be helpful for our analysis.

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STEP 3: Expert Website Review

Using insights from hundreds of banking websites, we will review your website from a potential new member's perspective, focusing on a visitor interested in a checking account, an auto loan, and another product of your choice.

We will also use these scenarios to review three competitors, document areas of opportunity and improvement, and provide best-in-class examples.

2

STEP 2: Search Engine Analysis

We will conduct a site-wide analysis of SEO (Search Engine Optimization) practices, providing feedback on all aspects that affect search engine ranking including spidering, keyword analysis and link building. In addition, a competitive analysis of up to three competitors will be completed leaving your credit union with a custom-fit strategy to improve your search visibility.

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STEP 4: Actionable Advice

The final analysis will be a 2-hour presentation including wire-frame mock-ups of key pages, results of the analysis, a competitive review, and specific recommendations focusing on fixes that can be implemented quickly.

Want more? A more in-depth engagement is available that includes onsite training, coaching for marketing and IT staff and periodic follow-up advice.



ROB RUBIN

Rob Rubin is a partner and leads the banking practice at Novarica. Rob also created FindABetterBank.com, the largest panel of "bank switchers" in the US.

Rob also spent eight years at Forrester Research, authoring reports on how technology changes consumer behavior. Rob has recently published research about how credit unions can win more Gen-Y consumers by increasing online visibility and how they can enhance their on-line sales capabilities.

» Learn proven techniques. » Apply cutting-edge research. » Control costs with online engagement.

Email research@filene.org, visit www.filene.org/applied, or call (608) 661-3753 for more information. Now scheduling advisory engagements!