



Small Business Strategies

Small business is big business.

For credit unions to remain relevant, retain their current relationships, and grow in this competitive market to serve small business owners, it is necessary to build a strategy that not only works, but wins.



Here's how we can help with your strategy.

Over the course of 60 days, Filene will conduct research including an evaluation of up to ten of your competitors, including fintech solutions. This robust analysis will include mystery shopping and a thorough review of existing research and data sources. The research will identify your credit unions' opportunity areas and reveal best practices that you can leverage. Filene will consolidate the research into a high level overview, highlighting five to ten customized recommendations for your credit union.

“Filene called local competition and mystery shopped their staff. Seeing the strengths and weaknesses of our competitors was enlightening and empowering. The information we received gave NPSCU greater focus on where we need to engage our resources to be the number one choice in the SME market.”

— Paul McAfee, COO, North Peace Saving & Credit Union

Uncover your most pressing needs relative to:

- People
- Process
- Technology
- Infrastructure

Who would benefit?

Credit unions who are looking to get an edge in this competitive market, or heading into a strategic planning session and would like this research to be used as a catalyst to guide the conversation.

Why it matters

Financial solutions available to small and medium size businesses have become an ever-growing and competitive field. Business account features have evolved to meet the demands of a much faster and global economy. Credit unions must innovate and evolve in order to compete and differentiate.