

# MEMBER EXPERIENCE



## 5 KEY ATTRIBUTES YOU NEED TO CONSIDER TO IMPROVE YOUR CREDIT UNION'S MEMBER EXPERIENCE:

# 01.

### **PERSONALIZATION:**

Credit unions need to personalize their communications with members to make them feel valued and appreciated. Our platform can help credit unions do this by providing a single view of each member, including their financial information, transaction history, and social media activity. This information can be used to create personalized offers, messages, and experiences that are relevant to each member's individual needs and interests.

# 02.

### **RESPONSIVENESS:**

There needs to be responsiveness to member needs and inquiries. Creatio can help you do this by providing AI/ML functionality that can engage with members 24/7. The Creation platform can also help credit unions automate their customer service processes so that members can get the help they need quickly and easily.

# 03.

### **CONVENIENCE:**

Credit unions need to make it easy for members to do business with them. Creatio can help credit unions do this by providing a mobile app that allows members to access their accounts and make transactions on the go. The platform can also help credit unions integrate with other financial service providers so that members can seamlessly transfer money between accounts and pay bills.

# 04.

### **TRANSPARENCY:**

Credit unions need to be transparent with members about their products and services. Creatio can help credit unions do this by providing clear and concise disclosures about their products and services. It can also help credit unions track member interactions with their products and services so that they can identify any areas where they can improve transparency.

# 05.

### **COMMUNITY INVOLVEMENT:**

Credit unions should be involved in their communities. Creatio can help credit unions do this by providing a platform for members to get involved in local events and organizations. Creatio can also help credit unions track their community impact so that they can see how they are making a difference in the lives of their members and the community.