

## FEATURES

- ✓ Measure key aspects of the member experience
- ✓ Identify problem areas
- ✓ Capture/read member comments
- ✓ Immediate email alerts of unsatisfied member feedback
- ✓ Compare your credit union against others

## ARE YOU IMPROVING YOUR MEMBER SATISFACTION?

Build strong, loyal, and profitable member relationships by knowing, not guessing, what is important to members. Credit Union Barometer by CFI Group is an ongoing survey program that measures key aspects of the member experience and provides a detailed look at how to improve member satisfaction using the science of the American Customer Satisfaction Index (ACSI).

Developed specifically for credit unions, Credit Union Barometer not only benchmarks your member's experience across multiple aspects of your organization, but also compares your credit union against the industry. Easy to set up and administer, you can be up and running in a matter of weeks with real-time, drill-down dashboard access to survey data that provides specific direction for improving member satisfaction.

### GET STARTED TODAY:

Visit [www.creditunionbarometer.com](http://www.creditunionbarometer.com)  
For more information call 800.930.0933



# CREDIT UNION BAROMETER

by CFI GROUP



Using the powerful cause-and-effect methodology of the American Customer Satisfaction Index (ACSI), you can measure each element of the member experience.

## INSIGHTS

Member comments in their own words.

Measure key aspects of the member experience.

Results by branch and member demographics.

Historical trend analysis.

Allows for comparing your credit union against national benchmarks.

## ACTION

Online reporting portal—drill down to identify problem areas 24/7.

Immediate email alerts when members are unsatisfied.

Identify training opportunities for branch and other staff.

## EXPERTISE

Team of operations specialists on hand to assist in program set up.

Email invitations and reporting portal fully hosted by CFI Group.

Powered by the patented ACSI (American Customer Satisfaction Index) statistical modeling engine.

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