



GRANTS PASS

GRANTS PASS

"IT'S THE CLIMATE"

S G ST

195

H  
↑

RIGHT LANE  
MUST  
TURN RIGHT









Washington Mutual

Washington







# CU2.0

Helping Credit Unions compete  
in the digital age







# Why

## Constant Threat

- Regulation
- Fintech
- Mergers
- Digital
- Service First

# Why

## Great.

- Do what is right
- Members first
- Return value
- Great brands

## Struggle.

- Digital Engagement
- Story Telling
- Digital Trust
- Analytics



# Industry Facts

40%

of members close new accounts in first 100 days

Membership is aging

1989



42.2

2014



48

Biggest crisis since depression resulted

1%

market share

CU's as an industry are sadly mostly irrelevant - 6000 cus

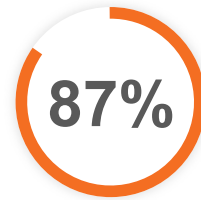
8%

of the market

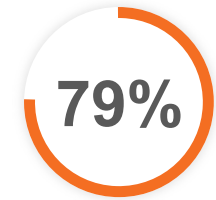
# How do we change it?

**SERVICE?**

Average Satisfaction is



compared to banks at



# How do we change it?

TRUST?

60%

of Credit Unions considered Trustworthy – Banks

30%



# How do we change it?

## CONVENIENCE?



ATMS

COOP = **30,000**. Chase = **18,000**.

Branches = Wells **6000+**, Shared Branching = **5000+**



# How do we change it?

## BETTER RATES?



Car loans

CU's are **2.5%** better, Credit Cards = **1.3%** better,  
Savings = **.15%** better, Mortgages are equal

# How do we change it?

SERVICE?

Average Satisfaction is

87%

TRUST?

60%

of Credit Unions considered Trustworthy

CONVENIENCE?



ATMS

BETTER RATES?



Car loans

Conclusion: It isn't about service, trust, convenience or rates...



# What do members expect?



Your members expectations are not defined by banks!

# What do members expect?

1

Great digital experiences

2

Recommendations

3

Accessibility

4

Integrated Technology

5

Customization

6

Real-time

Your members expectations are not defined by banks!

# So What is a CU to do?

## D Differentiate

Repeat and Reinforce

Excite & Educate

Automate

Motivate



# Differentiate



Digital Analytics

=

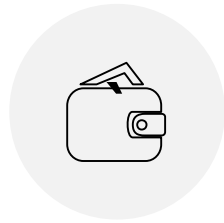
**Desire**



Profitability

=

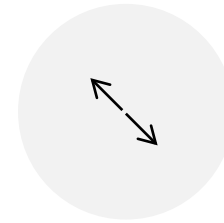
**Fit**



Wallet Share

=

**Depth**



Transaction

=

**Triggers**



Design Data

=

**Product**

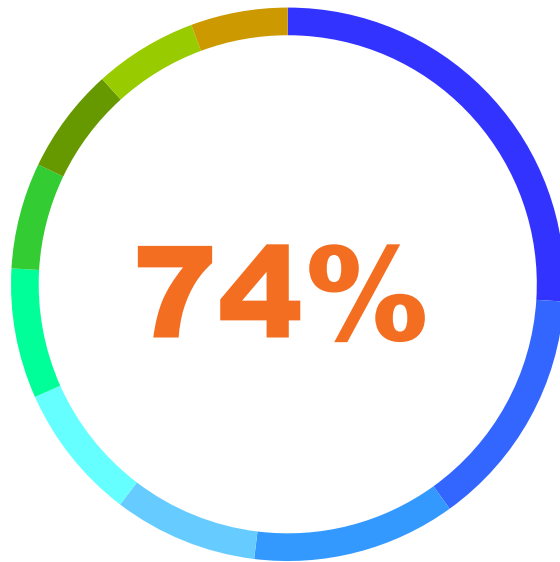


Execution

=

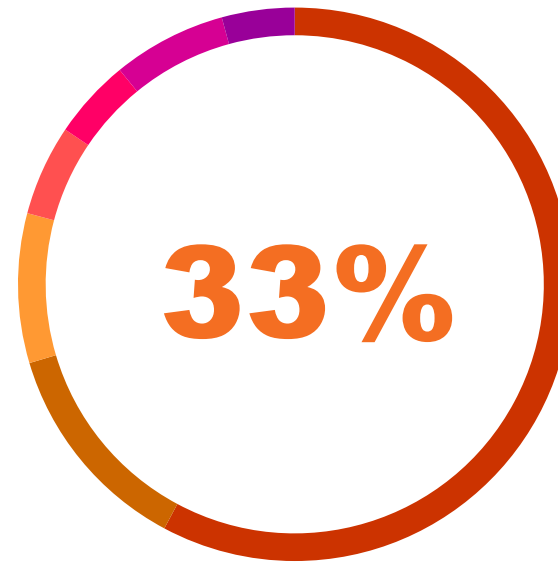
**ITTT**

## Top 10 Competitors

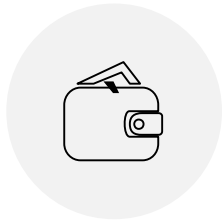


- Paypal
- Capital One
- JP Morgan
- Citibank
- Discover
- Comenity Bank
- Wells Fargo
- Bank of America
- American Express

## Fintech



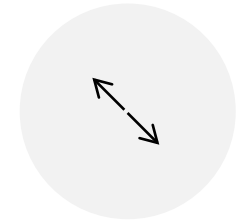
- Paypal
- Venmo
- Intuit
- Square Inc.
- Target
- Walmart
- Amazon



Wallet Share

=

Depth

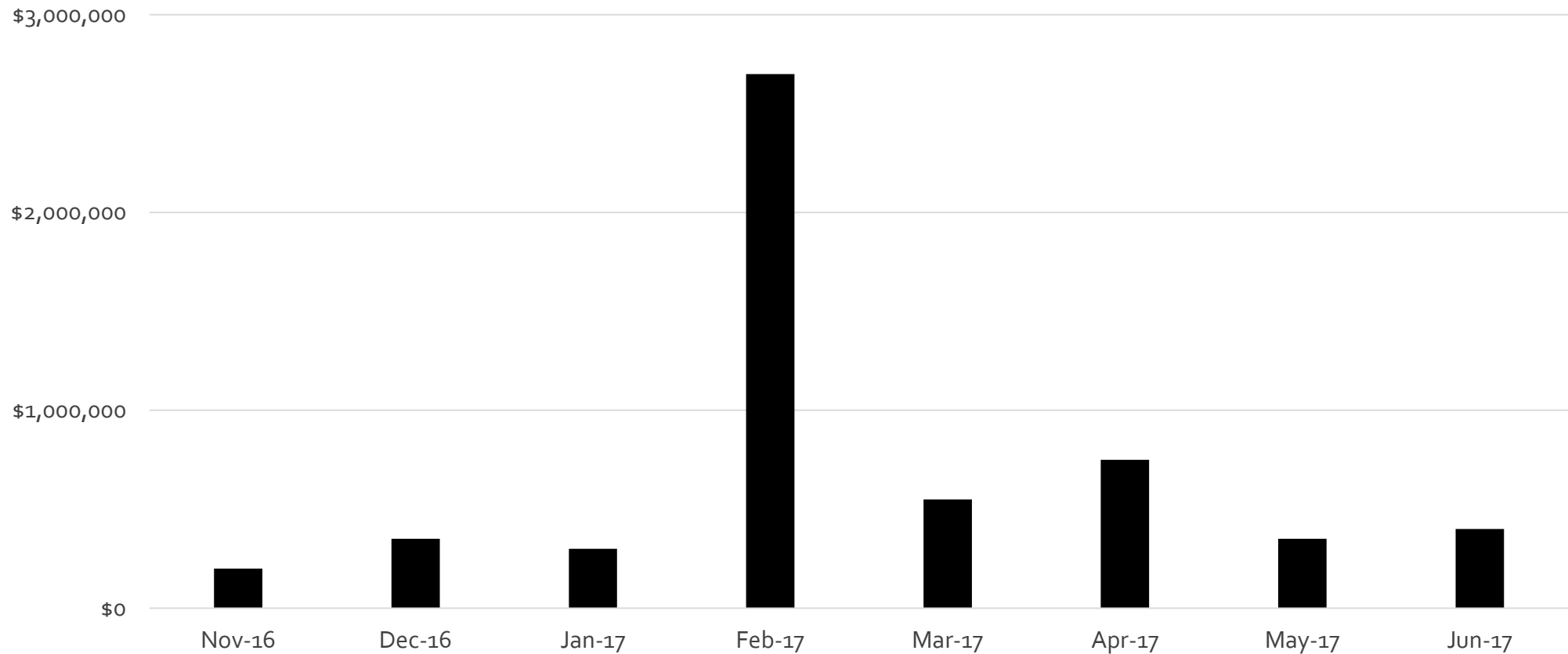


Transaction

=

Triggers

# Wells Fargo Flow Profile



Execution

=  
ITTT

# Consumer Behavior

<a href="https://wp.me/p86TCn-mX">https://wp.me/p86TCn-mX</a>	69
<a href="https://wp.me/p86TCn-mE">https://wp.me/p86TCn-mE</a>	30
<a href="#">[redacted]/happenings/upcoming-events/</a>	9
<a href="#">[redacted]</a>	8
<a href="https://www.facebook.com/[redacted]">https://www.facebook.com/[redacted]</a>	0

[View more](#)

## *Subscribers with most opens*

<a href="#">[redacted]@yahoo.com</a>	16
<a href="#">[redacted]@outlook.com</a>	13
<a href="#">[redacted]@capiche.us</a>	33
<a href="#">[redacted]@msn.com</a>	18
<a href="#">[redacted]@charter.net</a>	21

[View more](#)

## TESTIMONIALS



## NAVIGATION

### Membership

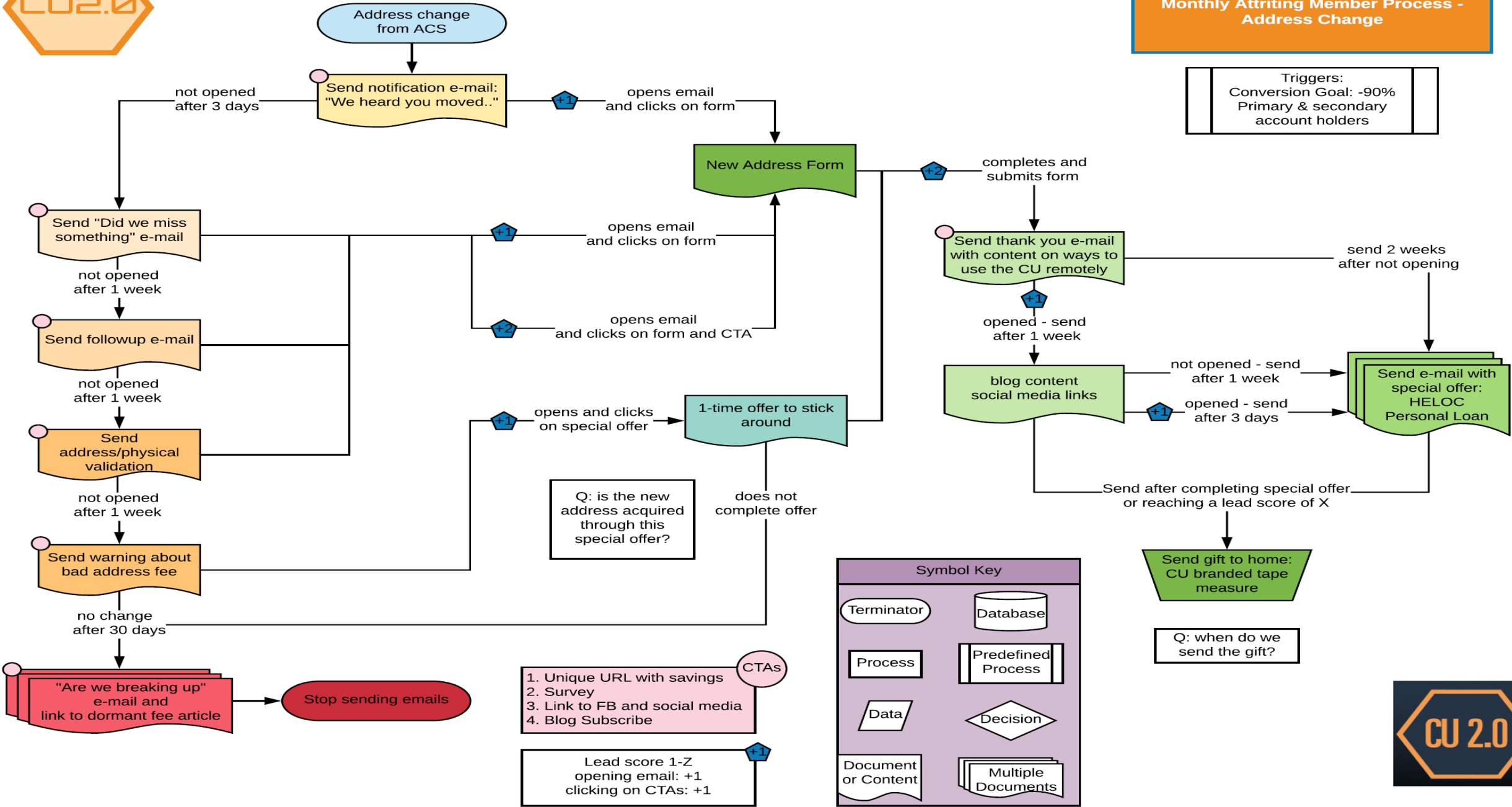
- [Annual Report](#)
- [Become a Member](#)
- [Benefits of Membership](#)
- [Enroll in Online Banking](#)
- [Newsletter](#)
- [Our Story](#)
- [Switch Kit](#)
- [Union Square is Going Green!](#)
- [Refer a Friend!](#)





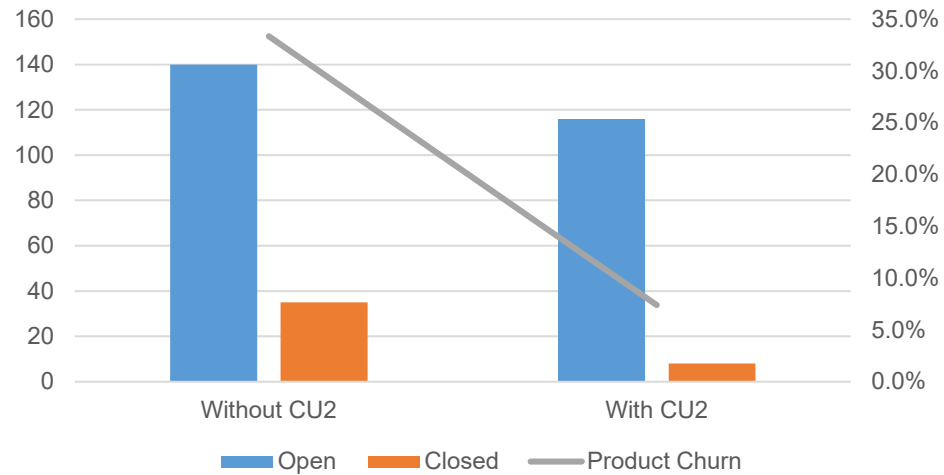
# Monthly Attriting Member Process - Address Change

Triggers:  
Conversion Goal: -90%  
Primary & secondary  
account holders



# Proof from a Credit Union

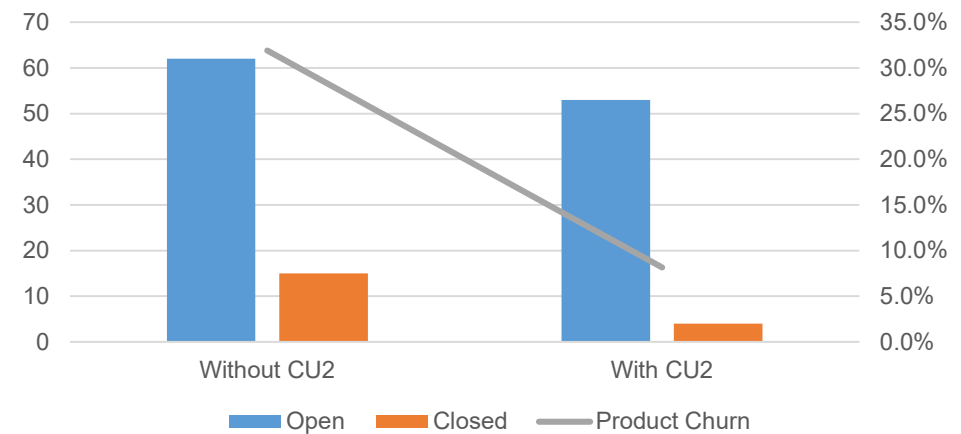
## 2nd Chance Checking Churn



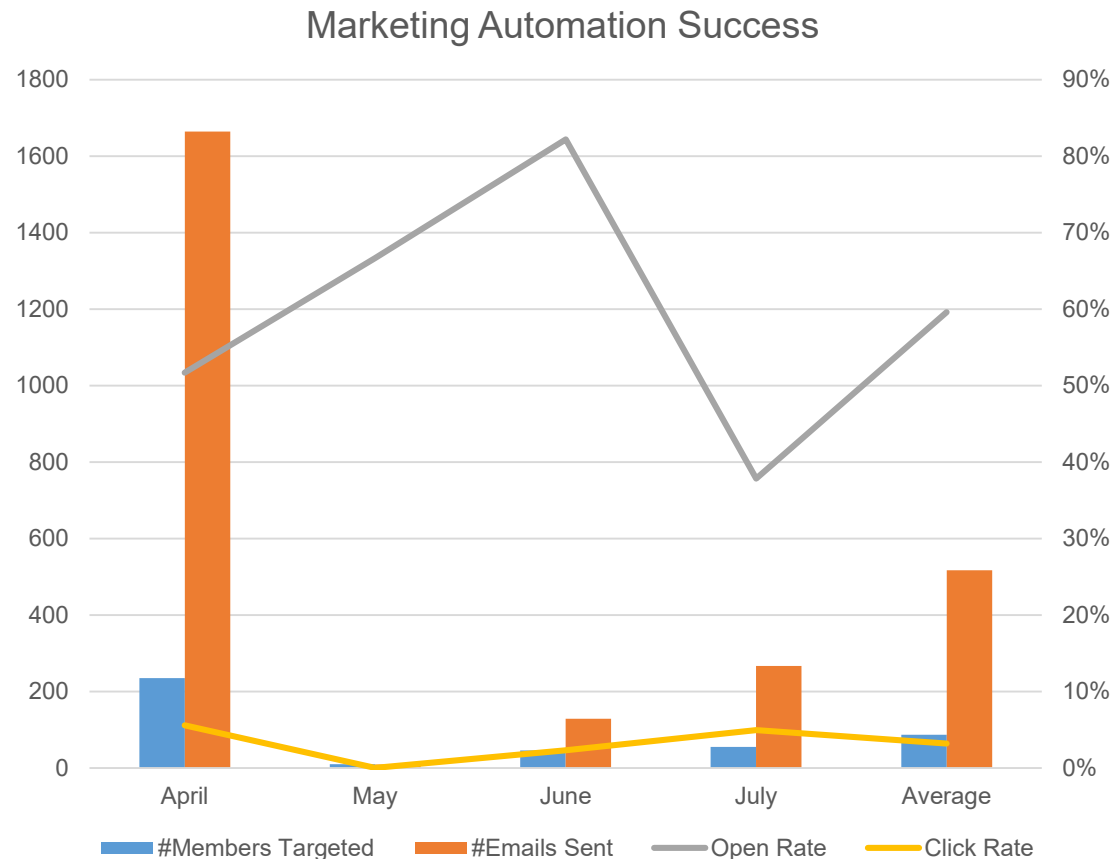
Lifetime Value of a member \$2000

25 members retained = \$50k

## 2nd Chance Checking Churn (without fresh start conversions)



# CU2 Marketing Automation



Background:

Targeting 2<sup>nd</sup> Chance members  
Using Lifecycle Triggers  
Goal: Move a member from lightly engaged to fully engaged

# So What is a CU to do?

D

Differentiate

R

Repeat and  
Reinforce

Excite & Educate

Automate

Motivate



# Repeat and Reinforce

## Repeat

Create a unique and personalized member experience.



content



triggers

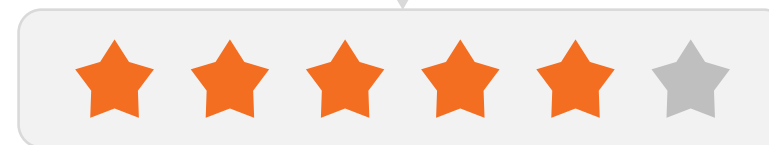


rewards

## Reinforce

Use social media to digitally Reinforce decisions.

facebook





# The Oregon Trail









**Which would you pick?**





**Anj C.**

Cupertino, CA

2 friends

31 reviews

33 photos

[Share review](#)

[Embed review](#)

[Compliment](#)

[Send message](#)

[Follow Anj C.](#)

★★★★★ 12/22/2017

1 check-in

Nice and clean subway. Good service. Just 2 miles from Reno-Tahoe border on the Reno side. Looks like they have more options for fountain drink than other subways.

Was this review ...?

Useful

Funny

Cool



**Adam C.**

Reno, NV

519 friends

181 reviews

937 photos

★★★★☆ 10/16/2017

2 check-ins

1 First to Review

It's the newest & cleanest Subway in town. Had to get the girls a quick bite, and they seemed happy enough with the sandwiches. If you like subway, you'll like it here.

Straight up the middle!



**Chris B.**

Reno, NV

0 friends

3 reviews

★★★☆☆ 1/24/2018

Probably the dirtiest and slowest subway I've ever been to. Waited 30 mins for a sandwich. 1 person working at lunch rush.



Firefighters First Credit Union @firefirstcu

- Home
  - Reviews
  - Photos
  - Videos
  - Posts
  - Events
  - Community
  - Online Calculators
  - Instant Answers
  - About
- Create a Page

Like Follow Share



Firefighters First Credit Union

Yesterday at 4:36 PM

Proud to support Bakersfield Fire Department and their 9/11 Memorial. Fire Chief Anthony Galagaza, Firefighters First Credit Union Branch Manager Michael Taylor and Deputy Fire Chief - Fire Suppression Services Branch Trever Martinusen.

#firefightersfirstcreditunion #firefamily #creditunion #bakersfieldfiredepartment #neverforget



Send Message

Opens tomorrow Closed Now

Suggest Edits

Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - March 20, 2009

Team Members



Related Pages

- LAFD Valley
  - Mike Mastro likes this
  - Government Organization
  - Like
- Oakland Firefighters L...
  - Professional Service
  - Like
- Linne Calodo Cellars
  - Winery/Vineyard
  - Like

Pages Liked by This Page

- Rancho Cucamonga F...
  - Like
- Fire Station 201
  - Like

### Filter Results

#### VERIFIED

Verified

#### CATEGORY

- Any category
- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community



#### LGE Community Credit Union (Kennesaw, GA)



Like

19 like this · [CreditUnion](#)

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#### LGE Community Credit Union (Roswell, GA)



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LGE Community [CreditUnion](#) provides full-service, federally insured banking to over 112,000 people in northwest Georgia, with better rates...



#### LGE Community Credit Union (Marietta, GA)



Like

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#### LGE Community Credit Union (Austell, GA)



Like

33 like this · [CreditUnion](#)

LGE Community [CreditUnion](#) provides full-service, federally insured banking to over 112,000 people in northwest Georgia, with better rates...



#### LGE Community Credit Union (Hiram, GA)



Like

19 like this · [CreditUnion](#)

LGE Community [CreditUnion](#) provides full-service, federally insured banking to over 112,000 people in northwest Georgia, with better rates...



#### LGE Community Credit Union (Woodstock, GA)



Like

4 like this · [CreditUnion](#)

LGE Community [CreditUnion](#) provides full-service, federally insured banking to over 112,000 people in northwest Georgia, with better rates...



#### LGE Community Credit Union (Acworth, GA)



Like

22 like this · Financial Service



New Orleans Firemen's Federal Credit Union @NOFFCU

- Home
- About
- Photos
- Videos
- Events
- Posts
- Community

Create a Page

**amazon.com gift card** **a**

**\$50**

**Buy Your Next Car Through Our Website**  
 Save an Average of \$3,106 Off MSRP on new cars<sup>1</sup>, Plus Get a \$50 Amazon.com Gift Card<sup>2</sup>

1 See credit union site for details. 2 Restrictions apply, see amazon.com/gc-legal

Like Following Share ...

Send Message

Status Photo/Video Write something on this Page...

Photos



Credit Union in Metairie, Louisiana

**Community** See All

- Invite your friends to like this Page
- 1,880 people like this
- 1,842 people follow this
- Tom McWilliams and 5 other friends like this or have checked in

**About** See All

- (504) 889-9090
- Typically replies within a few hours Send Message
- www.noffcu.org
- Credit Union · Financial Service
- Suggest Edits

**People Also Like**

**St. Tammany Fire Prot...** Fire Station Like

# So What is a CU to do?

D

Differentiate

R

Repeat and Reinforce

**E**

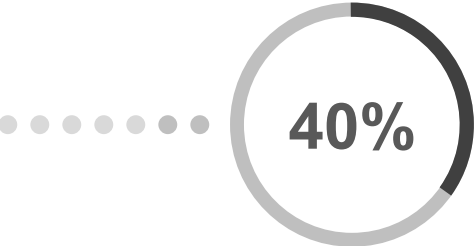
**Excite & Educate**

Automate

Motivate



# Excite



of members close new accounts in first 100 days

**We are not  
delivering...**



**First 100 days**





friendly people. smart service. it's our promise.



Welcome to Allegiance Credit Union

Just a quick hello! -Amy

**Amy Downs**  
President / CEO  
(405) 789-7900  
<https://www.allegiancecu.org/>  
Oklahoma City, OK

**OVERDRAFT FEE**

**JUST PAID \$32 FOR RAMEN**

# Educate





in a one to  
many approach

= Content  
Marketing

Educate

= Trust  
= Sales



Videos



Blogs



FAQ

**New!!!** *Free ID Theft Protection for you!!*

## Blog

### Sensible spending in the summer

📅 August 5, 2019   👤 ff\_staff   📰 News

As the warm weather moves in, so do vacation plans, higher energy bills, more time in the car (and at the gas pump), and new clothing to be bought. It can be hard to save money, let alone keep a budget with all of the exciting things that summer brings. But, it doesn't have to...

[Details](#)

### Take the Headache out of Home Buying

📅 July 30, 2019   👤 ff\_staff   📰 News

Whether you are living in an apartment day-dreaming of a yard or a homeowner that has out-grown their space. You might be finding yourself settling in your current surroundings because you don't want to deal with the hassle of applying for a mortgage. We understand that the home buying experience is such an exciting time

#### Join Us



#### Have a Money Question?





## RESOURCES TO HELP YOU FEEL GOOD ABOUT BANKING.

### [4 Ways a Credit Union Holiday Loan Can Help Save Money](#)

You've finally made that last payment (or very close to it!) and are getting ready to wrap up your post-holiday payments on your credit union holiday loan. Now what? You've saved

on not eating...

[Read more](#)

### [5 Date Ideas for Valentine's Day in Miami](#)

Valentine's Day in Miami is fast approaching, but you haven't saved up as much as you thought you would. No worries, there's still time to plan a fun date without breaking the

bank. Check out some...

[Read more](#)

### [4 Things a College Scholarship Pays For](#)

Going to college, meeting new people, living away from home, it's something that a lot of people look forward to, but how do you enjoy yourself once you calculate all the required

expenses and...

[Read more](#)

# So What is a CU to do?

D

Differentiate

R

Repeat and Reinforce

E

Excite & Educate

**A**

**Automate**

Motivate



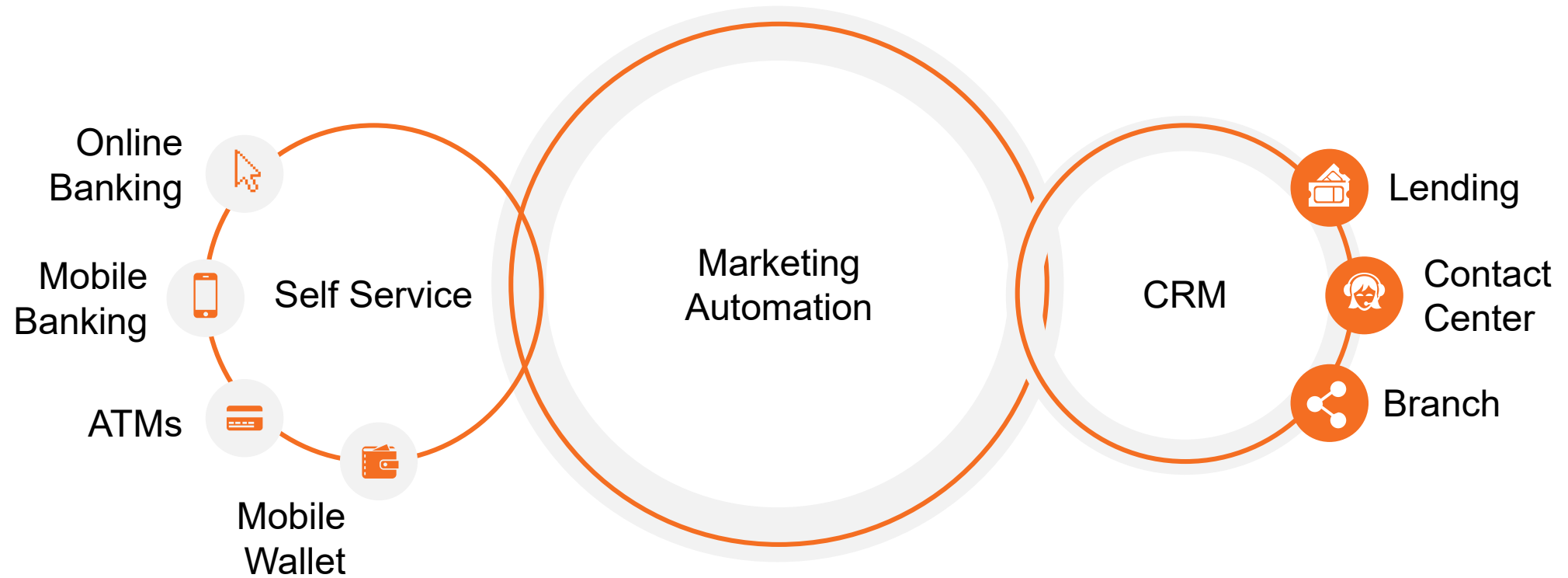




ME!



# Automate



# So What is a CU to do?

D

Differentiate

R

Repeat and Reinforce

E

Excite & Educate

A






Automate

**M**

**Motivate**



# Motivate

REI Way	CU Version
 Dividend back based on purchase value to buy more stuff	Patronage Dividend
 Training and Trips (experiences)	Workshops and Experiences
 Return Policies (return anything for any reason)	Fees, Rate Reset, Skip a Pay
 Garage Sale (sell all of the return stuff at a twice year early morning event)	Financial Tune Ups, Special Refinance Sales, Special Investments, Member Car Sales
 Make the member feel like they own the place	Make the member feel like they own the place

# ROGUE REWARDS™

## ROGUE REWARDS BENEFITS

[Rogue Rewards](#)[Benefits of Ownership](#)[Rogue Rewards Benefits](#)[Ownership Account Info](#)[FAQ](#)

When you Sign Up for **Save the Change™** and Use your **Rogue Debit Card**, we'll round up your change into your **High-yield Ownership Account**.\*

[LEARN MORE](#)

\*Upon enrollment, we will round up your RCU debit card purchases to the nearest dollar and transfer the difference from your checking account to your Ownership Account once each day in a single transfer ("Save the Change" transfer). If you do not have sufficient funds available in your checking account, or if any transaction has overdrawn your checking account, we will not round up daily purchases and we will not make the Save the Change transfer for that day. The Save the Change program is subject to change at any time. Limit \$100 Save the Change Match.

**Now Your Rogue Visa Platinum Card cash back will be deposited into your high-yield Ownership Account\*.**

Don't have a card yet? [APPLY NOW](#)



\*Purchases are reflective of net purchases (purchases less returns and other credits) made during a billing cycle. Cash advances, including convenience checks and balance transfers do not qualify for the cash back. Cash Back will be automatically deposited to your Ownership Account or Savings Account on the 24th day of each month with a maximum of up to \$500 paid annually per membership. Applies to Visa Platinum card accounts only. Excludes Business Visa Platinum cards. Your account must remain open and in good standing in order to receive the cash back.



In 2016, we returned **\$2.5 Million back** to our loyal member-owners with the Rogue Rewards Loyalty Dividend.



**AND IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII**  
WILL ALL WAYS LOVE  
YOooooooooooooooooooooooooou!





# Summary



D Differentiate

R Repeat and Reinforce

E Excite & Educate

A Automate

M Motivate

# Interesting Fintechs



Your life. Your money. *Your way.*

*Doing things your way.  
That's our way.*

[Personal Banking](#)

[Business Banking](#)

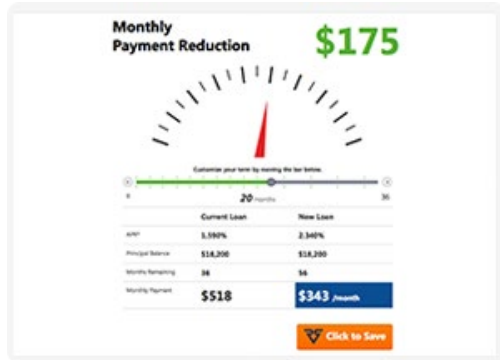
[Home Loans](#)

[Auto Loans](#)

[Custom Loans](#)



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meet the need

· CREATE AN OPPORTUNITY FOR MORE ·

QCASH Financial

**DoubleCheck**<sup>TM</sup>  
Delivering a New Dimension of Banking



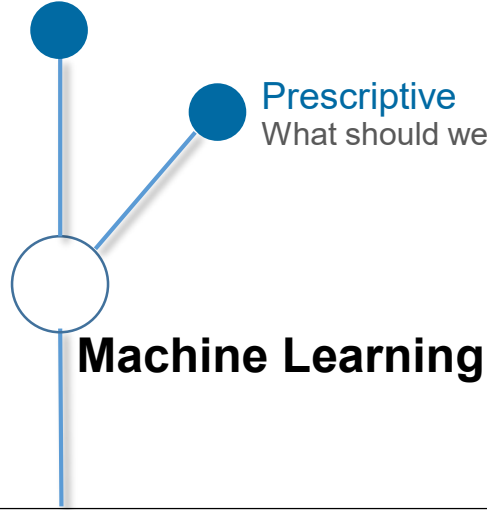
# ARTIFICIAL INTELLIGENCE

## FOR CREDIT UNIONS



**Predictive**  
What could happen?

**Prescriptive**  
What should we do?



**Machine Learning**

**Improve with time**  
Accommodate new data

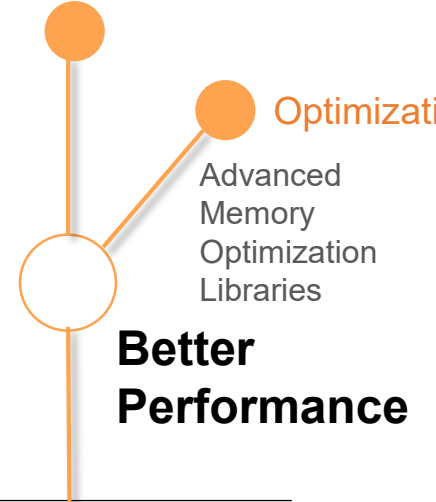
**Feature Creation**  
Thousands of outcomes to predict



**Self Learning**

**Robust Model Performance**  
Stable with Population Change

**Optimization**  
Advanced Memory Optimization Libraries



**Better Performance**

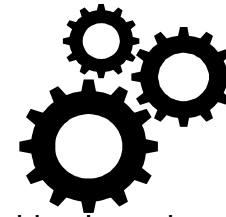
## ATTRITION PREDICTION MODEL USING AI



Raw Data



Creates thousands of variables that may affect member Attrition



Machine Learning model that auto adjusts periodically



**6x More Predictive & Improving**

**CU Rise**  
WWW.CU-RISE.COM

# Radius Bank: A Better Financial Institution Because of Narmi



RADIUS  
BANK

Saving Money: Central Portal of  
Customer Support Messages

Growing Faster: Account Opening via  
API

Saving Money: Feeding Transactional  
Data into High Risk Decisions

“The Narmi APIs allow us to move the support app functionality into our Oracle CRM which was already tightly integrated into many of our internal processes and procedures.”

“Data analytics is a very important part of our future....access to user generated data like tags is very important to us.”

# CONVERSATIONAL AI

## Use Cases



### Financial Services



**Fidelity**

*mr.*  
**cooper**

STATE  
DEPARTMENT  
FEDERAL CREDIT UNION

**DCU**  
BANKING – THE DCU WAY

In order to reduce call volume and add in another engagement channel for its customers, Posh easily connects to credit union's core banking platform, along with call center software and third party systems. PCF deployed seamlessly on multiple channels.

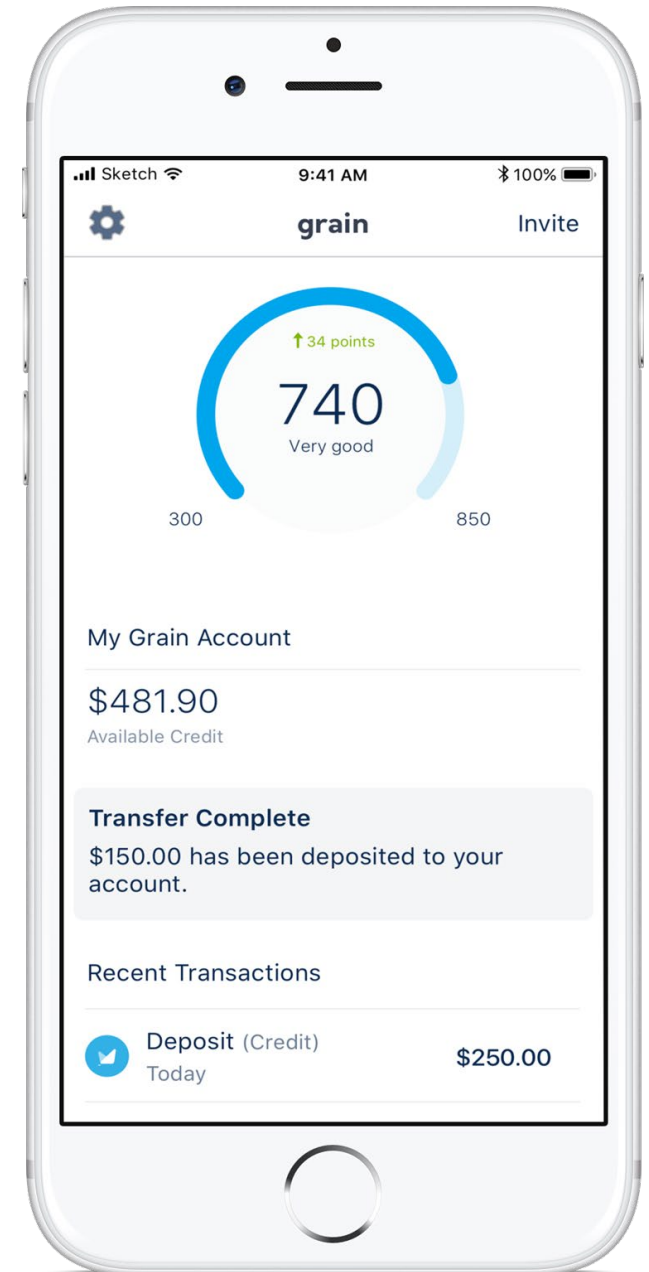
'By 2020, over 50% of large to medium sized organizations will have deployed production chatbots' - Gartner

# Grain

Grain is making credit inclusive. By providing smart revolving credit connected to a user's existing debit card, this mobile app gives an untapped market lower rates and protection from predatory practices.



- Overdraft fees protection
- Instant access to credit
- Credit on auto-pilot
- Growing liquid savings
- Low APR
- Improving credit history



Follow us on Twitter @grain\_tech  
Join us [www.trygrain.com](http://www.trygrain.com)



# Win Top of Wallet

[CONTACT US](#)

**Capture missing revenue from services like  
Amazon, Netflix, AT&T, and more with WalletFi™**

WalletFi™ is the only all-in-one solution that enables your account holders to see what they are paying for, and easily make your card "top of wallet" with their favorite online

## Want to get started?

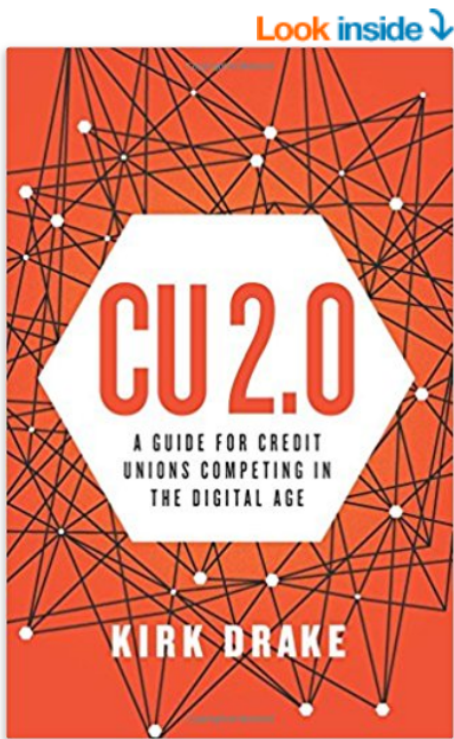


**first10@cu-2.com**

*Get access to the first 10 ideas  
to implement in your credit union  
tomorrow.*

**Join the FACEBOOK group  
<https://www.facebook.com/groups/creditunion2.0>**

# Contact Information



## CU 2.0: A Guide for Credit Unions Competing in the Digital Age Paperback – June 14, 2017

by [Kirk Drake](#) (Author)

★★★★★ 31 customer reviews

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8 Used from \$20.45  
11 New from \$24.99

9 Used from \$14.98  
15 New from \$15.42

In recent decades, credit unions have seen unprecedented threats, due to the old business model and an inability to adapt quickly to a digital economy. This powerful plan to revitalize these noble institutions, making them more connected with their membership, and more in tune with the digital age.

A serial entrepreneur focused on credit-union technology, Kirk Drake shares with every CU board member, CEO, and management team a practical, step-by-step plan of this kind. *CU 2.0* offers essential strategies for leveraging technology to your advantage. [▶ Read more](#)

[Report incorrect product information.](#)

[www.cu-2.com](http://www.cu-2.com)

[kdrake@cu-2.com](mailto:kdrake@cu-2.com)

[facebook.com/groups/creditunion2.0](https://facebook.com/groups/creditunion2.0)



[See all 2 images](#)

**Break**

[www.cu-2.com/magic-trick](http://www.cu-2.com/magic-trick)

# Digital Engagement Scorecard

1. Website Data

2. Email Data

3. Service Data

## DIGITAL ENGAGEMENT



Measure all of the ways you digitally interact with members

NAME \_\_\_\_\_ DATE \_\_\_\_\_

Member Activity Tracking	Weight	Month 1	Month 2	Month 3
Website Page Views				
Online Banking Logins				
Mobile Banking Logins				
Social Media Interactions (like, click, comment)				
Call Center Calls				
Emails Opened				
Emails Clicked				
Forms Filled Out (MQL)				
New Services Closed (SQL)				
E*statements				
Debit/Credit Cards Issued				
New Loans/Savings				
New Bill Pay				
Total Engagements				
CU Data		Month 1	Month 2	Month 3
Number of Members				
Number CU Employees				
Scorecard		Month 1	Month 2	Month 3
Total Engagements				
Total Number of Members				
Total Engagements per Member				

**KEY** Weight – Scale of 1 to 10 for the desired activity  
Month – Period of measurement

# Digital Engagement Scorecard

4. Member Data

5. Totals

6. Ratios

## DIGITAL ENGAGEMENT



Measure all of the ways you digitally interact with members

NAME \_\_\_\_\_ DATE \_\_\_\_\_

Member Activity Tracking	Weight	Month 1	Month 2	Month 3
Website Page Views				
Online Banking Logins				
Mobile Banking Logins				
Social Media Interactions (like, click, comment)				
Call Center Calls				
Emails Opened				
Emails Clicked				
Forms Filled Out (MQL)				
New Services Closed (SQL)				
E*statements				
Debit/Credit Cards Issued				
New Loans/Savings				
New Bill Pay				
Total Engagements				
CU Data		Month 1	Month 2	Month 3
Number of Members				
Number CU Employees				
Scorecard		Month 1	Month 2	Month 3
Total Engagements				
Total Number of Members				
Total Engagements per Member				

**KEY** Weight – Scale of 1 to 10 for the desired activity  
Month – Period of measurement

# Digital Self Assessment

## DIGITAL SELF ASSESSMENT



Measure all of the ways you digitally interact with members

NAME \_\_\_\_\_ DATE \_\_\_\_\_

Member Activity Tracking	Current Score	Desired Score
Responsive Website		
Online Banking		
Mobile Banking		
Google Analytics Tracking		
Keywords Ranked in top 10		
Keywords Ranked in top 100		
Personas Defined		
Unique Visitor Tracking		
Landing Pages		
Forms Setup		
Content Articles		
Facebook/Instagram/Twitter/Snapchat		
Use of Lead Scoring		
Marketing Automation Platform		
Use of Video		
Analytics Sophistication		

**KEY** Current Score – Scale of 1 to 10 for the desired activity (10 being industry leader)

Scale

Volunteer (Victim)



# Digital Self Assessment

Impact/Importance

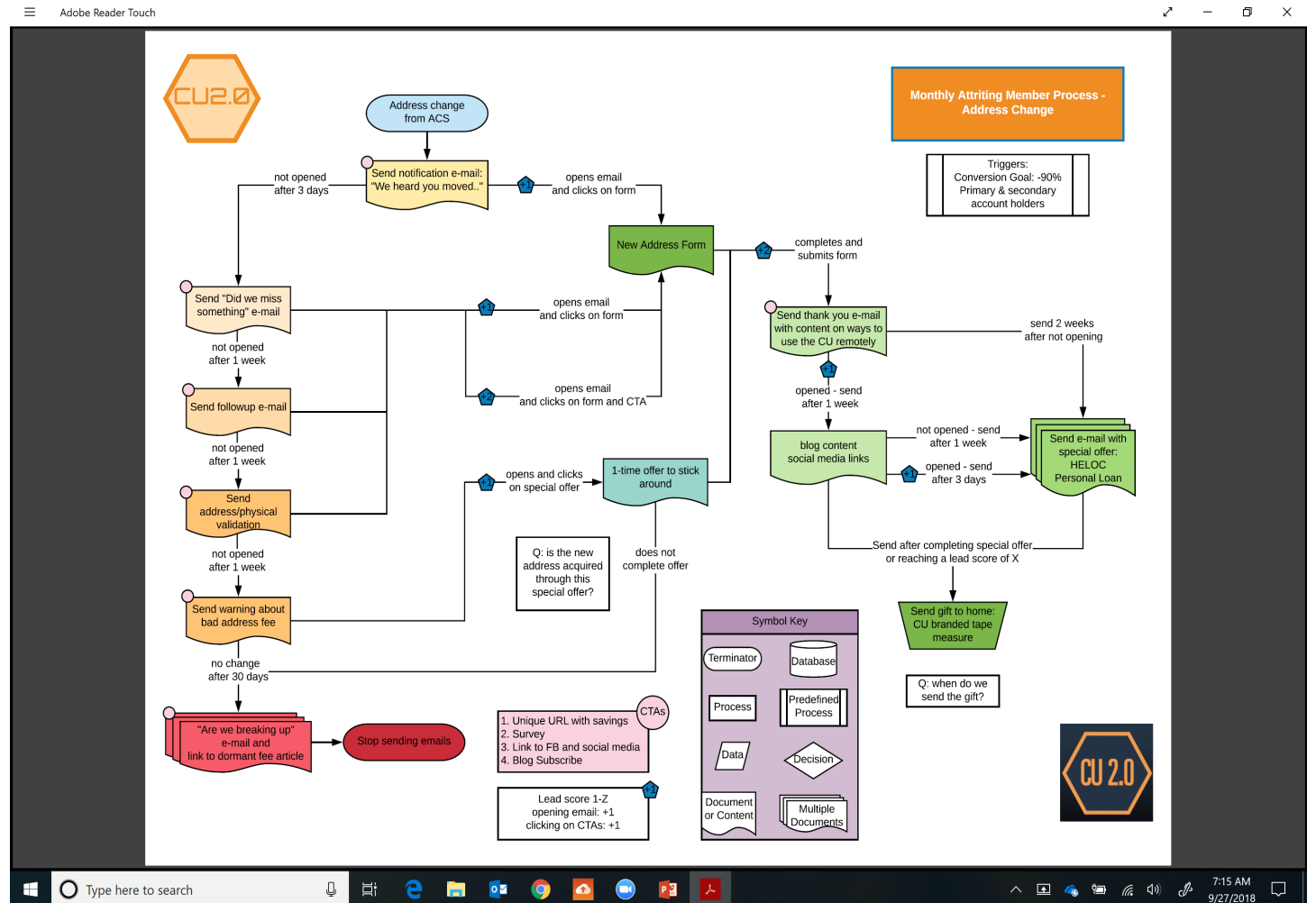

# How Fast?

# SharpSpring

- Inbound
- Outbound
- Lead Scoring
- Nurture Campaigns
- Personalization
- CRM

# Digital Service Workshop

1. Product / Service
2. Personas
3. Member Journey
4. Content
5. Tools
6. Analytics



# Personas

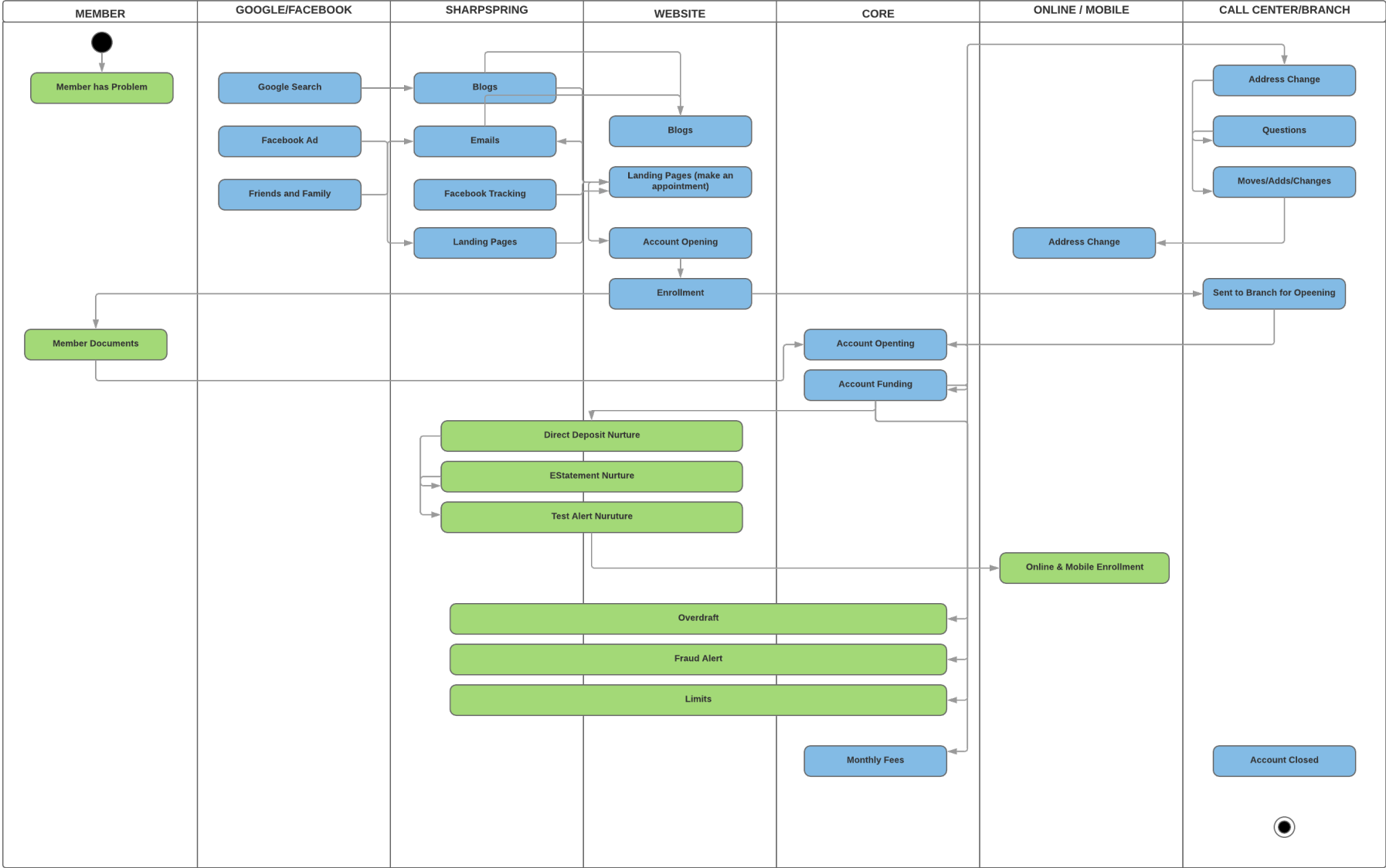
Name:  
Gender:  
Income:  
Profession:  
Hobbies:

Fears	Aspirations
Frustrations	Wants

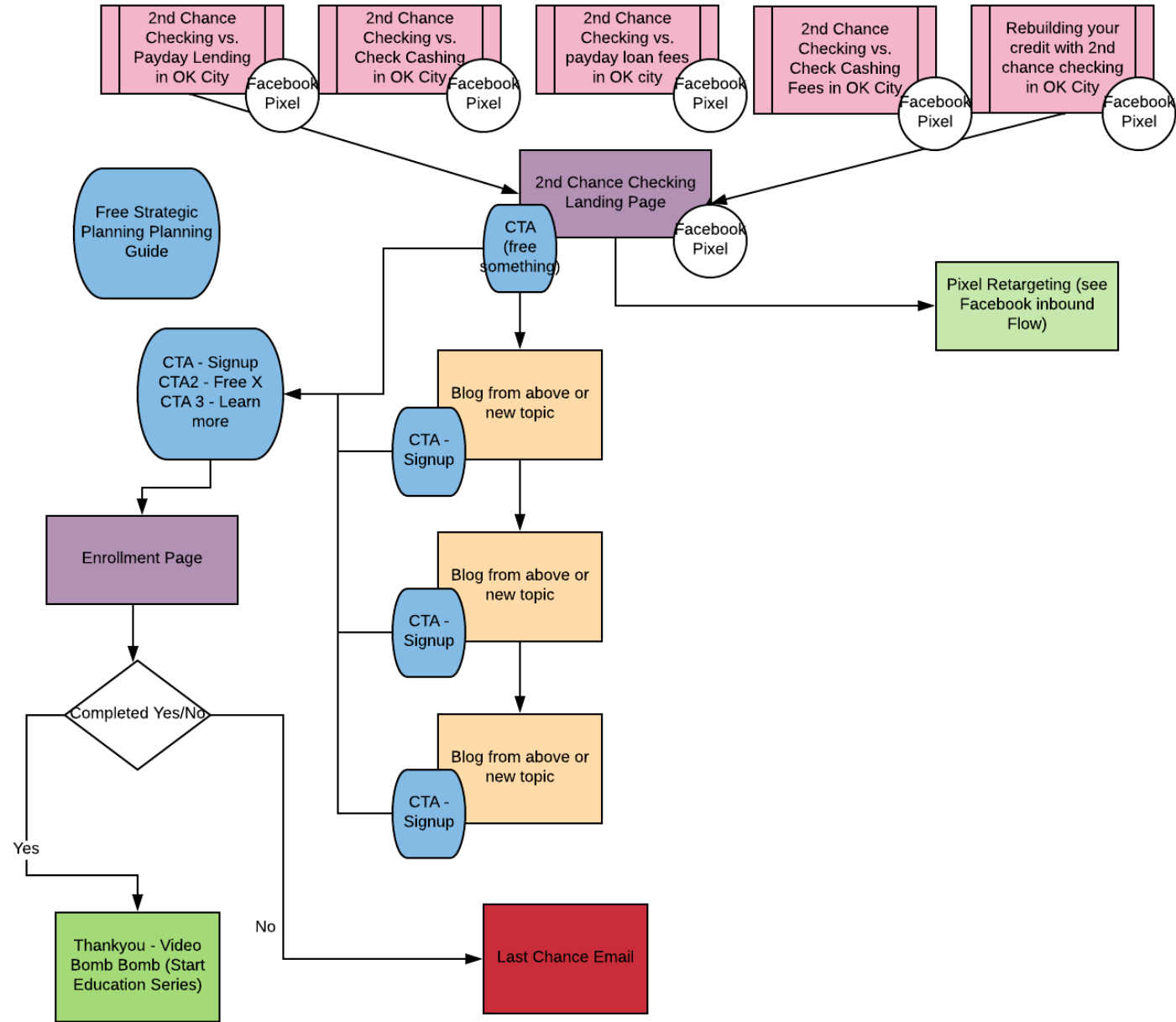
# Journey Mapping

CU2 ALLEGIANCE 2ND CHANCE

Kirk Drake | November 20, 2018



2nd Chance Checking - Google Inbound Workflow



# SEO and Content

<b>1. PROBLEM WITH STATISTIC</b> •	<b>2. SYMPTOMS &amp; CAUSES</b> •	<b>3. PERSONAL IMPACT</b> •
<b>4. PROFESSIONAL IMPACT</b> •	<b>5. COST OF INACTION</b> •	<b>6. PROMISE THEY WANT</b> •
<b>7. PRESCRIPTIONS</b> •	<b>8. PAYOFFS</b> •	<b>9. NEXT STEPS</b> •



# Actionable Analytics (SWOT)

- Considerations



Tools



Culture



People



Speed

# Past/Future Exercise

1. Break into teams
2. Make a list of everything that has surprised you in the past 10 years
  - a) Regulatory Changes
  - b) World Changes
  - c) Technological Changes
  - d) Business Changes
3. Take 10 minutes
4. Pick a spokesperson

# Past

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

# Future Exercise

1. Break into teams
2. Make a list of everything that has surprised you in the next 10 years
  - a) Regulatory Changes
  - b) World Changes
  - c) Technological Changes
  - d) Business Changes
3. Take 10 minutes
4. Pick a spokesperson

# Walmart MoneyCenter

Next time,  
try using  
our App

Bill Payment Services  
MoneyCenter

Print Services

It's faster  
with our App

Get more cash  
with lower fees  
Cash your  
refunds here  
WALMART  
MoneyCenter

# Future

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

# Stop Doing Exercise

1. Break into teams
2. Make a list of the top things the credit union is focused on today?
3. Take 10 minutes
4. Pick a spokesperson

# CU Priorities

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



# Discussion on Stop Doing

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.