

Build the credit union membership of the future

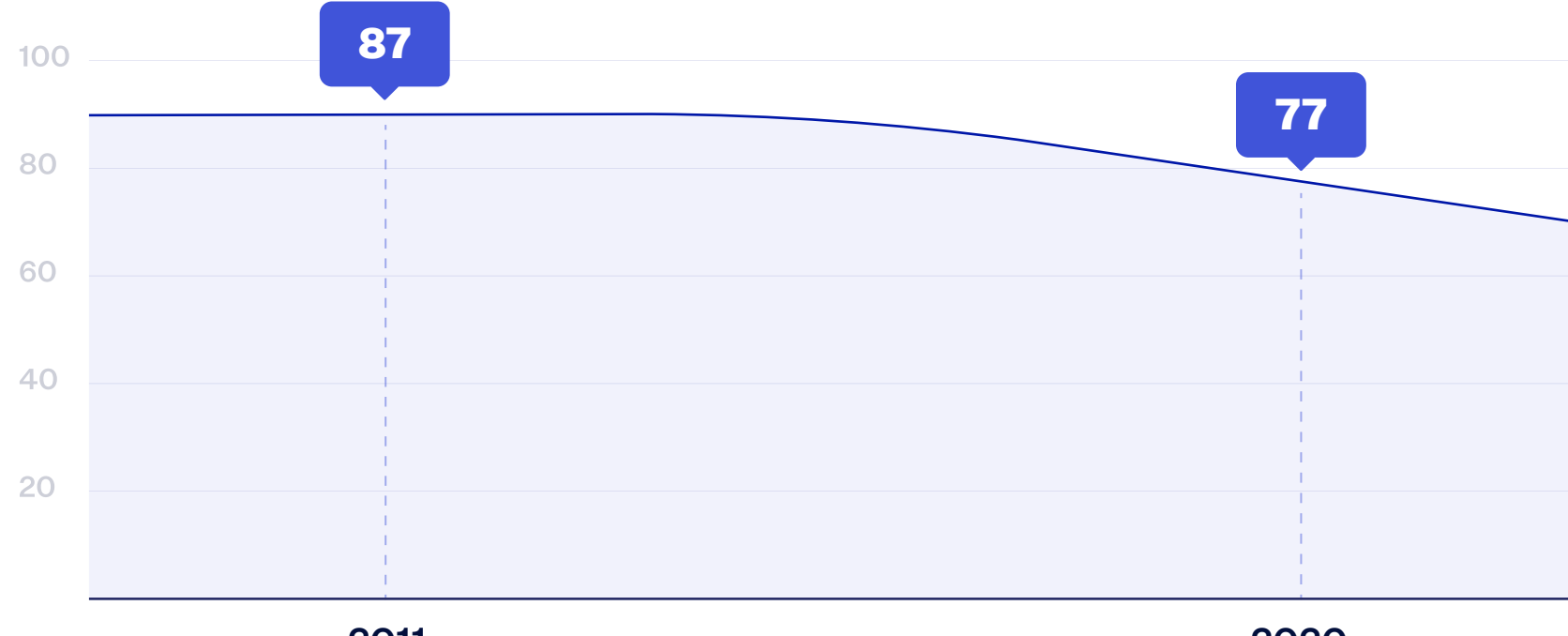
Three digital strategies to modernize your credit union experience

Credit unions have historically enjoyed thriving member relationships and loyalty. However, because of the overwhelming shift to digital experiences, credit unions should not take member loyalty for granted. See how you can successfully replicate the unique experience you're known for in a digital environment so you can cement your hard-earned member relationships.

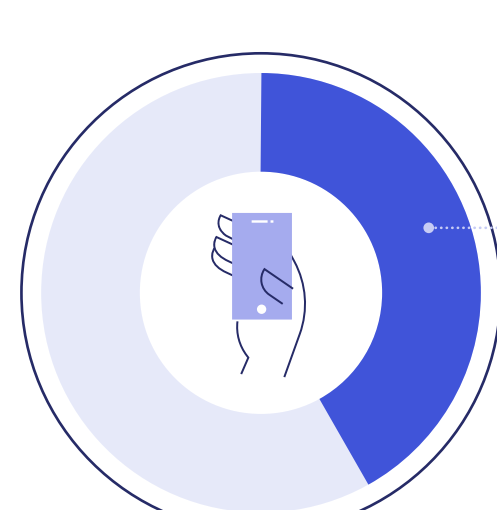
Membership satisfaction and loyalty at risk

Members increasingly demand digital experiences that are fast, easy, and efficient — and have switched financial institutions to get them.

Credit union customer satisfaction has dropped over the past 10 years.¹

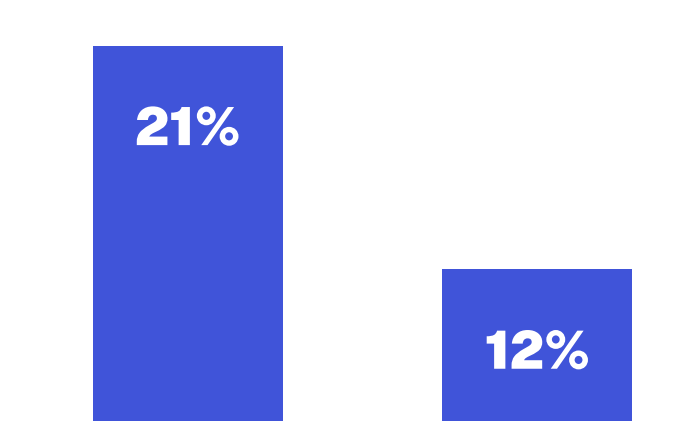


SOURCE: American Customer Satisfaction Index LLC, 2020



40%

Respondents likely to leave their primary financial institution for digital banking.²



Credit unions' share of primary financial relationships has dropped too — in just two years.³

What's causing this trend?



Digitally-advanced incumbent banks and challenger banks...

leverage customer insights and cutting-edge technologies to deliver seamless experiences.



Well-informed customers...

shop for financial products with a wealth of information and options.

Blend's unified Digital Lending Platform can help you deliver the superior experiences members demand — and power your credit union in the digital age.

Blend's three-pronged approach to shifting your credit union experience to digital

1

Maintain the credit union feel through member-centric experiences

Consistency is key. Continue the “credit union feel” when you adopt a digital-first model. With capabilities that meet today's consumers' needs, you can build a sustainable membership base into the future.

Breed trust with new and existing members

- Provide low-friction journeys across products
- Utilize an intuitive interface across devices
- Offer real-time assistance if members have questions

Take a proactive approach

- Support members with relevant offerings at every financial milestone
- Dynamically present offers in the moment to kick off or cement a relationship
- Offer meaningful recommendations, not “one-size-fits-all” financial products

2

Digitize operations in a way that lowers your cost to serve

Maximize operational efficiency and minimize manual work so you can improve your expense ratio and pass savings onto members with better rates and reduced fees.

Minimize manual work to drive efficiency



Digitize information capture, data validation, decision making and processing.



Unite workflows and communication in one platform.



Reduce delays and shorten loan cycles.



Minimize manual data entry for members.



Empower members to complete applications in minutes, not hours.



Avoid extra follow-up steps with fast and complete digital onboarding.

3

Develop a long-term vision with the right partner

Stay true to you. Blend helps you digitize operations and deliver excellent member experiences in a way that makes sense for your unique, credit union model.



Be confident in your path moving forward

Employ solutions that scale to the size of your organization.

Take advantage of our in-depth experience working with credit unions.

Fuel future investments that fit your goals with your returns from Blend solutions.

Focus on the future



Meet changing member and market demands with our agile technology and enterprise-level support.



Implement advancement and products that align with your strategy.



Configure, test, and bring new products to market in a timely manner.

Digital engagement is the foundation of current and future member relationships. Blend fuels a long-term vision so your credit union can exceed the expectations of members and strengthen your hard-earned member relationships today and into the future.

Find more details in our ebook

*Building the membership of the future:
Shifting the credit union experience to digital.*

[Read the full ebook](#)

Sources

1. [ACSI Finance, Insurance, and Health Care Report 2019-2020](#)
2. [Finalytics.ai 2021](#)
3. [Raddon 2020](#)