

# Credit Union Marketing Special Report



Meeting the demand for engaging, motivating content at critical member touchpoints.



*The only thing moving faster than technology today is consumer expectations—and financial services consumers have come to demand the same captivating, engaging, and real-time experiences that technology has enabled in many other facets of their lives.*

– Sharon Pazlar, CUNA

## Less-than-engaging phone on hold content includes:

- Silence on hold
- Music only on hold
- Thank you / your call is important
- There are # callers ahead of you
- IVR voice messages (jarring/interrupting)

## Captivating, real-time experience includes:

- Short, time-sensitive announcements that involve the member
- Short music intervals that change every 30 seconds for callers
- Good morning and good afternoon greetings
- Call-to-action messages that engage member participation

## Dots On The Map: Your Touchpoints

If you were to map your member's journey through each experience with your credit union, your map would be dotted with "touch points". These moments of interaction can either stall the journey or generate smiles of satisfaction.

As a marketing/customer experience administrator, you must remove friction from this journey. Nothing could be more vital.

## The Call Center Touch Point

The day will come when your member decides to reach you through your call center. It may be a quest for information, or the result of your own diligent marketing work. When the call is answered, the call center environment becomes a crossroads. Will this moment further the journey? Even with music on hold, a majority of callers hang up after only two minutes.

The solution is a well-planned **waiting experience** made possible with easily-accessible technology.

## Streaming Technology Improves Credit Union Member Experience

Easy On Hold® has pioneered a streaming audio delivery system that allows you to re-imagine how a caller feels about being placed on hold. You can now inspire members with up-to-the-minute information that will impress and engage the right people at the right time.

The digital streaming content callers hear while holding or banking in your branch can turn the friction of waiting into a smooth and positive interaction.

The streaming audio platform knows the day and time, and is able to play messages that get your members' attention and deliver time-sensitive topics.

## Phone On Hold? Isn't That A Job For I.T.?

*The days of I.T. and Marketing being at-odds must end* in order for winning credit union member experience strategies to flourish. I.T., Operations and Marketing will continue to converge in 2018.

**The deployment of a stream for phone-on-hold is a job for I.T. What people hear while on hold is a job for Marketing.**



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“...credit unions will need to make significant investments in content creation. In 2018, there will be an emphasis on finding and hiring individuals who can generate a consistent stream of content for multiple platforms and purposes.”

**Jeffry Pilcher, CEO/President & Publisher of The Financial Brand**

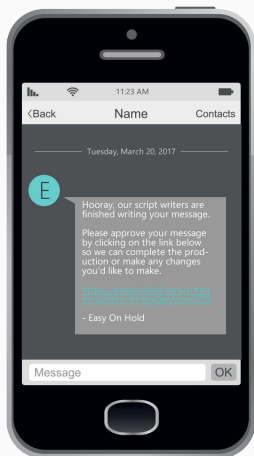
“Our loan volumes have increased three-fold since implementing our new marketing efforts, which include messages by Easy On Hold.”

**Brad Warner, CEO, Fairless Credit Union**

“Sometimes we’ll get on the line with [a caller] after they’ve been waiting and they’ll say, ‘Tell me about this auto loan that I just heard about on your messaging system!’ and so you know it’s a great way for members to hear about what we’re offering.”

**Joli Hensley, Regional Marketing Manager, Advia Credit Union**

With Creative Content Manager, you’ll receive text alerts when content schedules are about to run out.



## What’s your content creation plan for 2018?

**Content** refers to written words that members see or hear. **Hearing** these words is an often overlooked opportunity, as our visual senses are in overload daily. Content that is heard rather than seen can provide a powerful breakthrough that reaches members.

Jeffry Pilcher of The Financial Brand reminds us that it takes writers—talented people with communications skills—to keep fresh thoughts flowing. “Credit unions will need to make significant investments in content creation,” he says. Easy On Hold® can help you by creating meaningful, focused content for your credit union.

Easy On Hold® provides experienced script writers that launch effective written content at your command in three days or less. Once you have this content, it can be re-purposed to other platforms.

### 3 MOST IMPORTANT TRENDS IN RETAIL BANKING IN 2018

REMOVE FRICTION FROM THE CUSTOMER JOURNEY **61%**

BIG DATA, AI, ADVANCED ANALYTICS, COGNITIVE COMPUTING **57%**

INTEGRATED MULTICHANNEL DELIVERY **42%**

Digital Banking Report survey. The results are the predications of a panel that includes bankers, credit union executives, industry analysts, advisors, authors and fintech followers.

The most recent survey of credit union executives identified two areas that should involve marketing: removing friction from the customer journey and integrated multichannel delivery.

## Creative Content Manager Includes Social Sharing

As an Easy On Hold® client, each marketing manager receives a secure login to **Creative Content Manager**, an online tool that organizes all of your phone on hold content. You will use this tool to add new content, schedule start and stop times for individual topics, set priorities to make more time-sensitive topics play more often, play, approve and download scripts and audio, and more.

And with a quick click, your content can be shared on popular social platforms or emailed to team members. The system also generates alerts you receive by email when content needs your approval, or to warn you that a topic’s play schedule is running out. Ask for a demonstration.

## Do Members Hear Music At Your Credit Union?

Try our own custom music service, **Brandi Music**. Music masks sensitive conversation, reduces stress and promotes emotional bonding with your brand. Try it free.

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the music on hold experts™

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