



create a 5-star MEMBER JOURNEY

Increase member loyalty by reducing member effort. We'll show you how.

While it's great to know that our members are satisfied enough to promote our products to others, high member satisfaction alone isn't enough to drive loyalty. Research by the **Harvard Business Review** found a high correlation between low customer effort and loyalty.

Filene Research Institute's **Member Journey** program evaluates and improves prospect and member journeys by creating an experience that focuses on ease of use throughout all member touch-points.

HERE'S HOW IT WORKS

The program is grounded in our Member Effort credit union benchmark research and builds on our work in **Digital Strategies**. It is customizable to your objectives and budget.

BENCHMARK EASE OF USE

- Using a simple and easy to use platform your current **member effort is evaluated** using "Ease of Use" benchmarking
- Continue to monitor "Ease of Use" as changes are made and bring transparency to these important measures across the organization

JOURNEY MAPPING

- Your top 3-5 most critical **member experiences are mapped**
- A strategic roadmap will lead you from strategy through execution

AMPLIFY THE MEMBER EXPERIENCE EVEN FURTHER WITH ADDITIONAL OPTIONS

- **Live Observational Research** is conducted to understand the current online and mobile journey
- A team is lead through an **Innovation Immersion**
- Filene will facilitate a **prototype testing** of 1-2 top ideas

THE OUTPUT

Differentiate yourself in the marketplace as a simpler financial institution. Ready to retain members, grow share of wallet and attract new members? Give us a shout. We're ready for you. Find our info below.

"Data is a dead end on the road to an exceptional member journey unless you have the analytics and tools to drive improvement."

Constance Anderson
President of MemberXP

