



MEMBER ONBOARDING PLAYBOOK | 2021

# Increase Member Retention by Optimizing Onboarding Experience





# How to Establish Onboarding Journeys with a **Focus on Digital Member Experiences**

## Introduction

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Credit union management teams have faced an unprecedented and shifting deposit landscape during the past 12 months. Survey data suggests that consumers who opened new deposit-type accounts did so mainly at large or digital-only banks.<sup>1</sup> Yet, credit unions still saw a huge inflow of deposits as members spent less or saved their stimulus money. More money in deposit accounts is good news – the industry’s member savings rate was the highest reported since 1975 at the end of 2020 – unless you have no way to make money from it. For that reason, credit union managers should be looking seriously at their onboarding experience.

When your credit union wins new deposit accounts from large or digital-only banks, it is a big win – especially given the size of your competition. Credit unions need to ensure that every depositor who goes through account opening begins a process that provides them value and enrolls them in higher retention services like online banking, mobile banking, remote deposit capture, or bill pay. For

those members who have parked funds at your credit union, solid onboarding processes that cross sell products and services – such as auto-loan refinance opportunities or wealth management services – can drive additional growth from current membership.

There also is risk to manage. COVID-19 was a black swan event – even more so because of the Paycheck Protection Program – that created opportunity for displaced member relationships. We also do not yet know how face-to-face banking will change once the pandemic has passed. It is safe to say without any guessing that members who opened new accounts at nationwide and digital-only banks will receive a blue-chip, digital onboarding experience. While reaching parity with them is not likely, credit unions are likely to feel it if they have no well-developed digital onboarding strategy. You can focus on a single goal: Become members’ sole method for managing their financial lives. Combine that with your non-profit culture and members will have every reason to stay banking with you.

## Assess Your Onboarding

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Many credit unions use multiple legacy platforms to try to deliver a compelling experience. However, these disconnected platforms only widen the gap between member expectations and actual experiences. For example, a one-to-many marketing approach could include an email blast touting the benefits of online banking. Without the proper member data and audience management, that communication could easily be sent to a member who is already enrolled in the service.

When presented with the staggering fact that half of credit unions lack structured onboarding<sup>2</sup>, many executives report they are in the better half. They believe their organization has a process. When pressed for details, some common responses are on the left.

The onboarding examples are not robust processes, but rather examples of a specific event in the member's financial journey.

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### ONBOARDING EXAMPLES

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*We try to hold them at the branch as long as we can to get as much information to them when they become a member.*

*We have an extensive welcome kit that is mailed with their debit card in the first 30 days.*

*We send them an e-mail thanking them for becoming a member and to review the website for all of the great options that the credit union offers.*

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## EFFECTIVE ONBOARDING STRATEGIES



Includes 5-7 communications.



Welcome and gratitude outreach in the first week.



Multiple communication channels.



A mix of technology and human interaction.



Information-gathering tactics that help build effective segmentation.



A 90-day ramp up period.



## INTRODUCE &amp; EMPOWER

## Start the Journey

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If a new share account member doesn't engage in the first 90 days, chances are, they never will.

A JD Power & Associates report found that new members should receive five to seven communications from their financial institution in the first 90 days.<sup>2</sup> Leveraging a member journey will ensure each member consistently receives these critical communications that establish your credit union as a trusted financial partner. It also empowers your member-service representatives to focus on adding personal touch and member value. Here's how you can build and execute with Total Expert's Journey Creator.





## 1 | Share a warm *welcome* to the credit union

The first step is extending a personalized, humanized welcome note. Total Expert's Journey Creator allows your marketing team to deploy welcome messages that ensure your new member understands the credit union value and differentiation – particularly if they are coming to your credit union from an indirect auto loan or online account opening. Journeys help automate outreach that uses data to personalize welcome communications, including name, relevant products, etc. Once the task is complete, the journey continues.

## 2 | *Educate* the member on digital services

As your member progresses through your onboarding journey, empower them to access the robust services and tools your credit union offers. This could include digital adoption prompts as part of your journey. Journey Creator uses behavior-based triggers to ensure you are only sending relevant updates. For example, if a member signs up for e-statements, they would not receive that email series, but they could receive messaging around mobile app benefits.

## 3 | Get to *know your member* and develop relevant segments

Once you've had multiple touchpoints with your new member, you can create prompts in Journey Creator to remind the member service representatives to engage with them. These prompts can be timer delays (two days after account opening, for example) or behavior-based (if a member signs up for additional services). Your first call is a great time to learn about their financial needs, ask what services they have at other institutions, which is their preferred communication channel, and if there are others in the household the credit union can serve.

## ENGAGE &amp; INSPIRE

## Engage Members with Personalized, Relevant Marketing

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In phase 2 of your onboarding, you can engage your member with relevant educational messages, products, and services. Leading credit unions know increasing customer retention rates increases profits. A 5% increase in customer retention produces more than a 25% increase in profit, according to research done by Frederick Reichheld of Bain & Company.<sup>3</sup>

Establishing a single source of truth for member data during your onboarding sets up your team for member retention and future growth. Because you've started the relationship off on the right foot — with humanized onboarding — you're able to develop specific, relevant journeys and campaigns based on your members financial needs and goals.







## 4 | *Engage with relevant, education-focused content.*

Effectively segmenting members based on data you've gathered in onboarding enables you to provide continued value throughout onboarding. You can start a campaign that is targeted to the member based on who they are and their specific financial needs. For example:



**Members who don't sign up for e-statements in the first week could receive a "how to" campaign to help them use your digital services.**



**You might have a new member who came to your credit union with an indirect auto loan. Through onboarding, you learned the car was for her son who is headed to college soon. This member would find a campaign on both student checking and credit card education relevant to her family's financial needs.**

Total Expert Campaign Builder allows you to segment your members based on inclusion or exclusion rules and actual member data points, like account types, credit scores, loan status, etc. so you can deliver the right message to the right member at the right time. Total Expert also comes with pre-built campaigns, journeys, and templates, called Expert Content. These resources are created by industry leaders to follow these best practices, so you can start delivering value from day 1 of implementation.



## A TALE OF TWO MEMBERS

Consider how a strong member onboarding and consistent engagement would impact the overall member experience for these 2 credit union members.



### Meet Rayna

Rayna has been a credit union member for 12 years and financed her home with your credit union 10 years ago. She is a current checking and share account holder. You also know Rayna has:

- Started a jewelry business from her home.
- A mortgage rate 2% higher than the current market.
- A 719 FICO.
- High balances on three open trades.
- No charge-offs, delinquencies, or bankruptcies.

Rayna's member profile would indicate the credit union could engage her with multiple campaigns and offers, including: **mortgage refinancing, small business checking, and a 0-balance transfer credit card offer.**



### Meet Michael

Michael is a new member who came to the credit union with an indirect auto loan. Through onboarding, you learned the car was for his son, who is headed to college. Additionally, you learned Michael has:

- A FICO of 740+.
- 3+ open trades with other financial institutions.
- No late payments in the last five years.
- Savings balance of >\$25,000.

Michael's onboarding journey would start with marketing for **online banking**. Then, his unique member data would indicate campaigns around a **home equity line of credit** and **student checking education** – proactive content that engages him based on actual member data.

**Data-driven segmentation can help credit unions become more precise in your marketing and journeys – driving improved member experience and marketing ROI.**

# Start the Journey

Each credit union will build, test, and refine what works best for their members and their organization. In addition to communicating early and often during onboarding, a timeline like the one below prompts member service representatives to stay connected.

Especially in the first week, they should be thinking, “What can I do today to make an impact?” Following a robust, humanized onboarding journey ensures each member is taken care of and fully onboarded to your credit union. Read on to learn how to execute each phase in the journey.

## INTRODUCE AND EMPOWER

### DAY 1

#### Account Opening

Prioritize information-gathering as a task in the journey from day one. Either through a welcome call or survey, try to obtain:

- Communication preferences.
- Financial needs and priorities.
- Birthdate.

### DAY 2

#### Thank You & Welcome

Send a personalized greeting from your branch or brand manager. It can be an email, text, or mailed greeting card.

### DAY 7

#### Credit Union Introduction

Share your credit union differentiation, which is increasingly important for online and indirect lending member acquisition.

- Your credit union story.
- A detailed suite of products and services.
- The value your credit union provides to members and the community.

### DAY 12

#### Onboarding Kit

Empower member to self-select products and services they desire. The digital kit should include an onboarding video, links to simple next steps, and even a transition checklist. Featured tasks should include:

- Download mobile app.
- Enroll in online banking.
- Sign up for direct deposit and bill pay.
- Opt-in to e-statements.
- Activate debit card.
- Order checks.
- Register for community events.

### DAY 14

#### Welcome Call

Prioritize a personal call from a branch manager; even a friendly voice mail message checks the box. If you connect with your member, ask if they have questions about the onboarding process and look for zero-party data capture opportunities.

### DAY 16

#### Member Experience Survey

Conduct a quick, five-question survey on the onboarding experience to identify ways to improve.

## ENGAGE AND INSPIRE

### DAY 25

#### Social Engagement

Begin social and display retargeting based on member needs uncovered in week one.

### DAY 30

#### Survey Follow-Up

Follow up with any member experience survey respondents who give the credit union three stars or fewer.

### DAY 35

#### Onboarding Kit Follow-Up

- Resend digital onboarding email to non-opens with a new subject line.
- Begin an online banking campaign for those who engaged with the onboarding kit email.

### DAY 40

#### Welcome Call Follow-Up

Follow up with anyone who didn't answer the week one welcome call.

### DAY 60

#### Referral Program

Send a referral program offer to qualified members—those who gave five stars to the onboarding experience and enrolled in online banking.

### DAY 70

#### Brand Engagement

Invite members to relevant in-branch events or webinars via email or text. This should be education or service-focused, brand-building engagement (versus product).

### DAY 90 & BEYOND

#### Ongoing Member Engagement

Based on the data you've gathered, consider a relevant audience segment for your member. Leverage the relationship you've created to start the member on relevant journeys and campaigns. Balance your next steps with your organizations level of risk tolerance.

## Prioritize Zero-Party Data Capture

Create tasks in your onboarding journey to ensure you're collecting, and documenting actual member data that will help you better serve your member in the future. The best way to get to know your member's unique financial needs and goals is to ask them!



# Audit Your CX

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Financial institutions must shape the experience around their customer's perceptions of a valuable experience. Smarter onboarding means you know more about your member — so you can define relevant segments, create education-centered content, execute campaigns that convert, and provide a humanized member experience at every touchpoint.

Total Expert can help your credit union close the gaps in your onboarding journey and deliver relationship-building experiences that establish trust and confidence in your credit union — while increasing productivity. Create member-for life relationships with industry-leading onboarding and an experience platform built exclusively for credit union leaders.







## About **Total Expert**

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Total Expert is a fintech software company that built the first Experience Platform purpose-built for modern banks and lenders. The platform enables sales and marketing teams to leverage customer insights to seamlessly deliver products and services relevant to each customer based on their financial goals. Total Expert focuses on the unique compliance needs of financial services organizations that must integrate industry-specific data and applications to deliver a cohesive experience across the customer lifecycle.

For more information visit [totalexpert.com](https://totalexpert.com)



## Sources

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