

THERE'S NOTHING LIKE STAYING IN TOUCH.

Isn't it nice when someone you do business with asks, "How are we doing for you?" It's a great question, one every business should be asking customers.

Things are no different in your world. Members need and should be asked about the relationship they have with you. You can ask individually, and you can also use a survey to cover all your members at once. That's where we come in.

Readex can help your credit union stay in touch with your members through a custom survey. Surveys typically focus on member satisfaction and member needs. What else are your members looking for that can make the relationship even better and drive revenue? A survey might even help you might obtain information that helps with new member acquisition!

How does the process work? First, we need to understand your objectives for the survey. What is it you want to learn and what kinds of decisions do you hope to make? From there we'll help draft a questionnaire that you and your team will review. We'll work with you from that point, making changes and edits, until a final version is achieved. Assuming the survey is done online, next steps include:

- Setting up your survey website.
- Writing survey invitations to be sent to your members.
- Survey administration, also referred to as fieldwork.
- Tabulating results and preparing data tables.
- Closing conference call to make sure you understand the numbers and put those results to good use.

If you would rather your survey be done by mail, no problem. We have complete, in-house capabilities to do surveys by mail!

When a member survey comes up for your credit union, please let us know. We'll be happy to have a conversation and provide a proposal for your project.

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