

# There's nothing like staying in touch!



## Credit Union Member Surveys

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!

Most surveys are done using an online method with mail available as well. Readex will work with you on questionnaire content, set up the survey website, administer the data collection process and take care of all tabulation/reporting.

Please contact Mike Zeman, Director of Sales-Custom Surveys for more information about how a Member Surveys might work for your credit union and your team: [mzeman@readexresearch.com](mailto:mzeman@readexresearch.com) 651.439.8297