

Speaker 1: 00:02 On the show today we have filings cheap impact officer Kenzi Sternes talking about the holistic member experience and how to not fall short. So check it out.

Speaker 2: 00:11 We are here with Tinsley's Stearns filings very intensely Stern's chief impact officer and mine. What have we gone through to get this recording translates as like we've turned the word inside out just to get this recording going. So that's a bonus.

Speaker 3: 00:26 Well we did it. That's all that we do. There's something about perseverance. You got it. And we're talking about experience today holistic member experience and kind of not falling short. But before we get into that stuff here which is from your perspective what is the holistic member experience because this is based on the article you wrote recently and I just want to get to the bottom of this what's going on here translating. Yeah.

Speaker 4: 00:50 So I wrote this article because I had this really interesting experience as you know I travel an awful lot for work and the good news about that is that I am able to experience from a lot of different perspectives as a user with many organizations some of them big and sophisticated. And what happened was I'm very loyal to one hotel chain and as I was checking them they did an awesome job. The woman greeted me got me over. You know there are multiple people you know how sometimes that happens where you're seeing multiple folks you know where to go and she made sure that she was the one taking care of me. She's super gracious saying fivers is awesome. I got to my room it was clean. All

Speaker 5: 01:32 things go. All slept well. Everything was swimming and then I went to take a shower in the morning after my ride. And there is this little pink ring around this sink in the tub. GROSS Yeah. The light bulb for me is you know I think as credit unions we have all these moments with our members and.

Speaker 4: 01:56 Every county I know is thinking deeply about how do we put together an experience it's going to be meaningful for our members.

Speaker 5: 02:03 And this one little thing they've done so much while they train and people are the parts of the towns that I would say also the red carpet. But somebody didn't clean the tub and it left is awful taste in my mouth. You know that's there's this precision with which we put together that path for our members is so important because the one little thing can have. Oh yeah. All right that we put into it.

Speaker 2: 02:34 Yeah it just takes one thing because you can go to the 10th nth degree or whatever the terminology is. But there's just one little tiny thing that breaks it all down. That's great. Oh and it's so unfortunate because people really do try. You know it sounds like this hotel you were they were really trying but they just dropped the ball on one little thing and that's that's all it takes.

Speaker 6: 02:55 That's a one I think particularly for credit unions today. This notion of how many places we have to do the needs hiding.

Speaker 4: 03:05 You know because you know back in the day when I was responsible for my experience inside of a credit union it's really easy to say OK chances of BP. You know remember experience or whenever that title might be. He's the one that owns it. Well today you know I got to talk to marketing operations and all of that's got to come together seamlessly in order to make sure we don't have those pink grants right.

Speaker 2: 03:27 But I'm glad you brought that up because there's a new complexity now because we're trying to break down the silos that we were once in and now we're trying this new thing like oh while we were talking to like you say what we're going to use talking to I.T. and talking to lending and so on and so on. So how does a credit union kind of break down those lands and create this seamless communication so there isn't a breakdown anywhere for this. One thing will upset a member and make them run for the hills.

Speaker 4: 03:58 That's right. Well one of the ways that we're helping with that is our Mefford journey programming and really thinking how do we map that entire experience. You know you can head to the bookstore go to Amazon this day and find a good book Journey happening. But what we've found in practice is it takes a tremendous amount of discipline because you know sometimes you'll just not have the right people in the wrong. And what we think is happening from the senior leadership level is very different from when you get the subject matter experts there. So you know one of our best practices is let's make sure we've got real users that can tell us what's actually occurring.

Speaker 6: 04:37 Yet the thing that we really think is important as you start putting that together to break down those silos is to start with them members feedback because you know oftentimes we think the process is working one way we may think it's not as good as it could be but you know we live and breathe within financial services for so long that sometimes we don't even notice the hiccups along the way.

- Speaker 4: 05:01 And so having them that are watching them go through the experience getting their feedback particularly from those experiences like the new membership like mortgage lending that are so complex because what we found in the research is that there are a couple places where this tends to fall down. One is if you gain experience level the mortgage loan experience has to be the one where it's not as easy to use us. Unfortunately it's long it's complicated. It's both the most important experience that members have. And it's also often the worst. And then the other places these handoffs. So if the member starts online but then they maybe need some help and they're raising their hand. How much information can we share. How do we make sure that the members having to repeat themselves are having to fill out multiple forms. How can we pick up right where they left off because that's what we're all getting used in this connection between the human interaction and technology. So credit.
- Speaker 3: 06:02 Yep Yep and that's that's pretty much where the hiccups happen. You know that's where we get tripped up. But now I'm glad you brought in Amazon because well I think we talked about this many times before but we're all getting so used to that user experience. And that's right now everybody. I mean you know credit cards obviously but other industries as well. We all have to raise our barrier to that level and that's really difficult for some for some industries including financial services because it is so complex. What advice do you have for Canadians out there who are aiming to achieve something like this but may not have the resources to do that.
- Speaker 6: 06:40 So the first thing I would say is don't get stymied by budgets and technology.
- Speaker 4: 06:45 OK. The biggest misnomer. The idea is particularly with small and midsize Pennines OK ultimately we're never going to get there because we don't have deep enough pocket. Right. And what's interesting is even with the largest credit unions that we do this work with what you find is it's not so much the technology it's sometimes the very basics when we go through it and map the experience we find under the covers a lot of things that people can go back and change within 10 minutes that are going to have a significant positive impact. And I'm not saying that we don't need to invest in technology that you're out simply where the future I think. But I think we'd be surprised when you map it out how many of those fundamentals could make a fundamental difference in making the experience stronger. And if we continue to iterate in fact

don't stop because 1 we could be Amazon but take one step at least to make that experience faster. It will make a big big.

- Speaker 3: 07:47 Why is this. I mean I know this is like the most obvious question on the planet. Why is it so important we get your take. Why is it so important. Because I think for everybody it may have a different meaning but why is this member expense that we've been talking about so much this year especially it's so important for credit unions to keep moving forward.
- Speaker 6: 08:05 Yeah. So from my perspective it's multifold.
- Speaker 4: 08:09 So one is this idea that when I put my sanity myself had I think about myself personally as a member of a. And the one thing that I like most in this holiday season is my time back. It's the one thing I don't have enough of it. Yeah. And so all the organizations I do business with that's what I'm working for. And I believe with all the work that you do get consumers to ask their perspectives they have similar phrasing you think about the last adult conversation that you had. I'm guessing after the niceties they were talking about how busy they are. And so that's one reason why it matters deeply.
- Speaker 6: 08:46 The other is members do that intimacy with us.
- Speaker 4: 08:51 They do love the technology but they also are going to want our support guidance and help. And I invite you to think about how creating two buckets of numbers strands. What are those things that your members are happy self serving. Because all of us saw you again think about yourself as a consumer. What those things are like yeah I've got this I don't want to talk to somebody. And what are those items and then what are those places where our members do want that guy. And if we can get those two things right and separate. Now that's another thing to really advance. Again my hips don't itself as an example you know I can't fix it like that. There were plenty program works and several they offered me feeds which is what's I'm like happy to be upgraded for flying sometime today.
- Speaker 4: 09:43 By the way that it works now because it automates those upgrades. If I have to make a to steel flight I can't go online and make that I have to talk to someone. And again that's in that bucket of things. I'm happy the. Sure they'd broken that journey inadvertently. And so I invite friends to really think in those two categories. And I think that's a nice way to frame it.

Speaker 3: 10:06 No words right. Do you guys I'm looking at the other side of the coin here. Sometimes we fall short. We're not perfect but sometimes we fall short. Do you have any advice for falling short and how to rectify it.

Speaker 4: 10:20 It's all about winning. It's all about. You know I don't think any body especially our members expects us to be perfect. What they do expect is apathy and say you know what. We had a foul ball. They going to get that article way. There is nothing worse because a consumer as someone making excuses are saying it wasn't my fault or even gas technology is lousy. Nobody cares. But they live here yes I've got yeah.

Speaker 3: 10:52 Excuses are just yeah they're just yeah they're wasted.

Speaker 2: 10:56 So you can't go there so well can we find this article to to get some first folks to get more details. What can they do on the inside or.

Speaker 4: 11:06 Absolutely. They can go back to our clocks if you go to Philinda you can click ramrodding made it OK. And we love to have them take a look and give us that. I'd love to hear from credit unions and some of the ways that they might be advancing the bar with their member experience. We get some of our best ideas the folks that are out there making just research Axim on the front line folks for sure.

Speaker 3: 11:28 Anything else to wrap up I mean I love this topic because it's obviously it's so timely and it affects everybody almost in every industry especially retail. And then obviously financial services so anything else to kind of wrap up here.

Speaker 6: 11:41 Yeah you know this thing I would just say is do something this year.

Speaker 4: 11:45 You know that it's always the same. Imitation is for countries to take action and I think this is such a place where Canadians can see a difference. One

Speaker 6: 11:53 of the reasons I love this work and sort of all the vast body of work that we have this portion of it is because like I said immediately after we do that journey I think it's can can take some work that we've done and make it tangible and make a difference for yourself.

Speaker 2: 12:11 Do something like 2018 do something I like it. Very cool. TANZI Thank you so much I appreciate the time. And this was where

Ruth duct taping and doing Plan B C or D that we went to for the recording. So thank you so much kreyshawn. My pleasure. And happy holidays to you and your family as well and everybody.

Speaker 6:

12:31

Happy holidays to you. Absolutely. Think so. It's great to be with your local.