



CUSTOMIZED MEMBER SURVEYS

ABOUT MEMBER SURVEYS

Our customized member surveys deliver valuable insights from your members' perspective. Our research will inform your team where your performance is highly rated and where it is not doing as well. And it will show how you compare with the competition.

In addition to obtaining insights on areas such as PFI selection and defection, customer service, borrowing behavior, and market share, our member surveys can dive deeper into topics such as delivery channel preferences and evaluations, assessments of technology products, members' pain points, and Net Promoter Score (including how to convert Passives into Promoters).

HOW IT WORKS

Our member surveys typically are conducted online and require email addresses for at least 5,000 members. Our analyses will provide a deeper understanding of members' wants and needs and reveal the principal drivers of satisfaction and loyalty among your members. The final report includes full textual and graphical descriptions of the survey findings, an extensive executive summary, and verbatim responses to open-ended questions.

FOR MORE INFORMATION AND PRICING, CONTACT:

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