

Credit Union Member Analysis



Turning Data Into Results

Aim For Your Target

Get the tools you need to develop strategies that will achieve your goals and objectives. Our **Member Analysis Reports** will provide you with an in-depth understanding and knowledge of your membership, wallet share growth, member loyalty and retention strategies – all designed to help you develop accurate and productive marketing plans.

Using your credit union's database, CU Growth Solutions conducts a thorough member analysis and develops the following reports:

- **Segment Structure Analysis**
Segmentation provides an overview of your entire membership base grouped by household age and income. This analysis determines which household segments have been captured, and where growth opportunities exist in your market.
- **Percent of Market Household Analysis**
Using pre-constructed household segments, your members are compared to the market average to define key market opportunities.
- **Wallet Share Analysis**
The Wallet Share Analysis compares household balances to market balances and identifies opportunities for member wallet share growth.
- **Member Profile Analysis**
Understanding your top members is critical when determining retention and wallet share strategies. Breaking down households into the top 5%, 20%, 50%, as well as the bottom 20%, helps determine strategies for specific segments.
- **Loyalty Matrix Analysis**
The Loyalty Matrix Analysis is used to illustrate members' level of commitment and helps define the key members to focus on for growth.
- **Market Share Analysis**
Market Share Analysis indicates how well your credit union is performing compared to the competitors in the market.

Let us show you how your credit union could benefit from our Member Analysis Package. Call 800.435.2824 for more information, or visit www.cucorp.com, keyword search: RESEARCH.

www.cucorp.com

CUgrowth
SOLUTIONS
CUcorp®