

Building Relationships Through Common Sense Member Service !

The Value of a Member Close Encounter

Determining the **VALUE** of a credit union member encounter:

A = Average transaction expenditure \$ _____

B = Potential transactions per member per year _____

Value = $A \times B = \$$ _____



The **MULTIPLIER**:

Value \$ _____ X 5 = **P** \$ _____

This is the potential **Positive** impact of one satisfied member plus their SPIN.
(they tell 5 potential members)

Value \$ _____ X 20 = **N** \$ _____

This is the potential multiplied **Negative** impact of one dissatisfied member plus their SPIN.
(they tell 20 potential members)

The **SATISFACTION DIFFERENTIAL (SD)**

P + N = SD \$ _____

MORAL of the STORY ----- **SERVICE is a TOP PRIORITY!**



How many POTENTIAL dollars are walking away ???

Question: How are you creating positive spin for your credit union in your daily close encounters ???



What is the value of the Positive SPIN within the communities/SEGs served by your credit union?

Word of Mouth.... Social Media?

Member Service is NOT a feel good exercise...

Member Service IS your permission to sell and the key to long term valuable member relationships!

—Teresa Allen

Author, *Common Sense Service: Close Encounters on the Front Lines*

**Common Sense
Solutions**
Teresa Allen

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850-460-7105 * www.AllensSpeaks.com * tallen@AllensSpeaks.com

Twitter: @TeresaAllen **LinkedIn:** in/TeresaAllen **Facebook:** facebook.com/CommonSenseSolutions **YouTube:** youtube.com/TeresaAllenCustServ