

How First Commonwealth Started Getting Love Letters from their Members

As a credit union, First Commonwealth knows member experience is what brings customers through their doors, and keeps them there. They've always collected member feedback, but were often left in the dark, only receiving a score from members without key details.

What they really needed was useful data on what was driving that score, easy ways to improve it, and most importantly: to turn things around for members who were at risk of leaving.

Enter real-time feedback and coaching with AskNicely

With AskNicely, First Commonwealth started capturing more meaningful feedback from their members, while automating a lot of their low impact work. They then delivered that goldmine of information to the people who could make a real difference: their frontline teams.

- Each financial center is scored on member experience, so leadership can view trends by location or team.
- They identify members who were at risk of leaving, in time to fix their issues.
- Member Experience Associates receive personalized praise and coaching straight to the app on their phone.
- Customer feedback has become the cornerstone of coaching conversations.
- An incentive program was added for frontline staff based on their member scores.

Exceptional member experience fueled by feedback

Over a 5 month period First Commonwealth saw their NPS boost to +70 (an 11 point gain).

They soon started to receive detailed testimonials from promoters who were so delighted they wanted to share their experience. **These 'love letters' give them the blueprint for incredible member experience**, which they now use to coach for continual improvements.

First Commonwealth is now able to use an excellent member experience to differentiate themselves. Their improvement in member experience is increasing member retention and referrals.

At a Glance

Goals

- Identify and save members at risk of churning
- Deliver a more consistent member experience
- Coach and incentivize frontline staff based on member feedback in real-time

Benefits

- Increase in retention & referrals
- NPS increase of 11 points to +70
- A deeper understanding of what members care about
- Able to praise and coach for exactly what matters to members, and drive retention



AskNicely has helped us understand members' perspective of their experience. We can now coach and develop our teams to excel at service delivery, based on what actually matters to our members.



Damaris Sirop,
VP Director Member Experience

