

Improve Member Retention with **Losing the Love**

What is it?

Are your members on their way out? Let Xtend help! Xtend's Losing the Love is designed to help assist your credit union with member retention and answer the question, **"Why are members losing the love?"** We will reach out to those members and collect feedback. We then analyze the data we've collected, along with the member feedback and help you take action, all while increasing your member retention.

How we do it

Losing the Love focuses on identifying weaknesses with credit unions from the perfect source: **disengaging members.**

On a monthly basis, the entire membership will be monitored to discover which members are experiencing decreasing amounts of activity through Xtend 10 trigger points. Each trigger point will produce an individual file of all members who met that criteria. Then by providing the member with a platform to offer feedback specific to that trigger point, the credit union will obtain insight to apply into the future.

Trigger Points

- Credit card transactions
- ACH deposits
- Teller activity
- Online transactions
- Savings account aggregate balance
- eStatements
- Bill Pay
- Sub account
- Tiered services
- Debit card transactions

What to expect

Monthly reporting: providing statistic on each targeted group and summary of survey results.

Continuous analysis: Xtend tracks results from members month over month for you

The data lives in your core: Use our database files that will be saved to your query library which you can then build internal campaigns off of.

Interested? Visit xtendcu.com/data-analytics to learn more about our offerings!