

What Does It Mean to Be a Member-Owner?

Rarely does a day go by that a member of Truliant couldn't pick up a newspaper or listen to a financial news report and have reason to appreciate what it means to be a member-owner of the Credit Union. Member ownership at Truliant translates into lower loan rates, higher savings rates and, especially, lower fees for our members. Members are not subject to fees to maintain a checking account at Truliant; they don't surcharge consumers who use their ATMS, and they actually pay interest on every dollar in every account including checking.

But more importantly, the structure of member-ownership and a democratically elected Board of volunteers drives a culture that cares about the members' financial well-being. Member-ownership means going beyond "taking an order" for a product or service to truly understanding what will improve the members' financial lives and providing them with the information to make an informed decision. Informing members of their benefits is not selling or product pushing; rather it is Truliant's mission of improving the quality of their members' lives by leveraging the value of member-ownership.

Marc Schaefer, Truliant's CEO, who is constantly searching for ways to strengthen the value of member-ownership, incorporated ambient lighting into the sixty-four foot obelisk in front of Truliant's Member Support Center in Winston-Salem to glow varying shades of blue and yellow to reveal the level of member satisfaction. The obelisk, with its constant portrayal of member perception of service and ownership, is a prime example of Truliant's interest in improving its ability to deliver on the promise inherent in its mission.

Currently, Truliant is utilizing the data from their ongoing survey with every 5th member in the financial centers, in the contact center and when using online banking. They are asked two questions; "Overall, how satisfied are you with the level of service you receive at Truliant Federal Credit Union?" and "Do you feel like you are a part of Truliant FCU." Members' responses are captured in Truliant's database system and transmitted via satellite to the ambient orb light system atop the obelisk and to each orb that is displayed in our member financial centers. Every 17 minutes, the orbs are refreshed with the live data.

Since the start of the survey on April 3, 2006, Truliant has had over 13,800 members take the survey and the survey results affirm members' high level of overall satisfaction of 99%. As equally impressive, 97% feel "a part of Truliant FCU." These levels of support from Truliant's membership justify the current blue glow. A blue hue indicates positive member satisfaction while yellow indicates they are not satisfied and/or they do not feel a part of Truliant.

Truliant's commitment to understanding and meeting members' genuine financial needs is a core strategy that has been consistently applied and remains its hallmark. This core value permits the Credit Union to build a long-term bond with members based on trust and recognition that Truliant will act in their best interests.

