

SUCCESS STORY

FORMTRAN

Arrowhead Credit Union



Arrowhead Credit Union

- \$1 billion in assets
- 161,000 members
- 26 branches

Industry

- Financial services

Challenge

- Slow, error-prone manual data entry of surveys

Strategy

- Use automated scanning technology from Formtran

Results

- ROI achieved in less than 12 months
- Arrowhead staff can design and implement new surveys quickly and easily
- 50% reduction in staff time required to process surveys
- Better, faster data gives management improved decision making tools

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Organization Profile

Over the past 57 years, Arrowhead Credit Union (“ACU”) has grown to \$1 billion in assets, 161,000 members and 26 branches. ACU serves one of the fastest growing regions in the U.S., the Inland Empire, covering San Bernardino and Riverside counties in Southern California. ACU members include teachers, firefighters, police officers and state and federal employees.

Challenge: Process more surveys to chart strategy

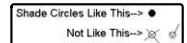
Banking is a fiercely competitive industry. Unless credit unions stay ahead of market trends and provide exceptional customer satisfaction, they risk losing members to competing branches. With 26 offices and more than 161,000 members, ACU suffered under the weight of the manual processes surrounding its paper-based market research and member satisfaction surveys.

Arrowhead realized it needed an automated survey solution in order to process thousands of regular and ad hoc surveys per month. “We maintain a close relationship with our members and we highly value their input,” said Michelle Fisher, Marketing Project Administrator. “We feel anything we can do to improve the member experience adds to our competitive advantage.”

Speak Up, Write Now, We're Listening!



Thank you for joining Arrowhead Credit Union. Your opinions are important to us. Please take a moment to let us know what you like and what we can improve.



1. Please tell us how you feel ACU is doing using the following characteristics.

	Excellent	Good	Average	Fair	Poor
In general service at ACU is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When you opened your account the representative's knowledge was:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ability of the teller to successfully complete your transaction was:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When you telephone the Credit Union service is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The service provided by the Loan Department is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of products and services:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service fee structure:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Savings interest rates:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loan interest rates:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strategy:

Formtran provides automated survey processing system

ACU and Formtran worked together to design an automated survey processing system that met key requirements including ease of use and accuracy.

The software had to be easy to use so that in addition to regular surveys, ACU could quickly setup ad hoc surveys if there is a particular issue that ACU needs to get a feeling for.

Formtran worked with ACU to ensure accuracy by training staff in the marketing department how to set up surveys so they could be easily filled out by members and accurately read by the scanning system. Formtran also worked with ACU on developing specific validations for each survey that would maximize accuracy but minimize human intervention.

Results:

Processing twice the number of surveys more accurately

The Formtran automated survey system achieved a variety of cost-saving and productivity benefits. According to Fisher, “I can now process twice the number of surveys. More importantly, data is captured more accurately.”

Using the feedback generated from the surveys, senior management and Arrowhead's Board of Directors can more effectively chart the credit union's strategy with confidence. At the same time, credit union personnel can react faster to member concerns and market trends.

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Variety of products and services:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service fee structure:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Savings interest rates:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loan interest rates:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Are you aware of the following products and services offered at ACU? (Please mark all that apply)

- Free Checking Real Estate Loans Credit Union Visa Estate Planning
- Interest Bearing Checking Personal Loans Business Services Financial Planning
- Cash Management Account Internet Banking Auto Leasing
- Dealer Direct/Auto Lending Trust Services Insurance Services

3. Are you satisfied with the service provided by ACU? Yes No

4. Has ACU successfully met your expectations? Yes No

5. Overall, do you prefer ACU to your previous financial institution? Yes No

6. Is ACU your primary financial institution? Yes No

7. Would you recommend ACU to others? Yes No

8. Please tell us your primary reason for choosing ACU? (Please mark only one)

- Convenient location Lower service charges Negative experience at previous institution Other
- Recommendation Prefer credit unions to banks Direct Deposit or Payroll Deduction
- Interest rates Products and services offered Advertisement

9. What radio station do you listen to most frequently? KGGI KFRG X103.9 KOLA Other _____

10. What newspaper do you read most often?
 Daily Bulletin Riverside Press Enterprise Other _____
 Daily Press The Sun _____
 Desert Dispatch Los Angeles Times

11. What television cable station do you watch most frequently? (Example: A&E, History Channel, Lifetime, ESPN, Etc).

12. What branch do you visit most often?

- Sierra Way Redlands
- Del Rosa Rialto
- Rancho Cucamonga Victorville
- Crestline Riverside
- Barstow Highland
- Big Bear Loma Linda
- Chino Corona/Norco
- Mail, ATM, or Other

Do you have a computer at home or work?

- Home Work Other

If yes, do you have Internet access?

- Yes No

How often do you use the Internet?:

- Once a day Once a week
- Twice a week Never

Ethnic Background:

- African American Hispanic
- Asian Other _____
- Caucasian

Age:

- 18-25 46-55
- 26-35 56-65
- 36-45 65 or older

Household Income:

- \$0-\$14,999 \$75,000-89,999
- \$15,000-\$29,999 \$90,000-\$104,999
- \$30,000-\$44,999 \$105,000-\$119,999
- \$45,000-\$59,999 \$120,000 or more
- \$60,000-\$74,999

Gender:

- Male
- Female

Comments: