



Health Services Staffs
Credit Union

Digital Strategy HSSCU

Sean Hosford CEO

“There is no Digital Strategy
anymore, just strategy
in a digital world”



HSSCU – who we are:



Membership > 43,000



Assets > €300 million



Loan Book almost €160m



In recent years we have successfully completed a number of transfers of engagement,



HSSCU – Who We Are



We now operate from 6 branches in Cork, Galway, Dundalk and Dublin (3).



Although predominantly Industrial we operate what we now class as a hybrid common bond.



We have invested heavily in the development of our branch network and our IT infrastructure



HSSCU – Our Members

- Payroll Deduction – 28,000 members – 90 different Payroll departments managing 170 different payrolls
- 7500 members pay by cash
- 7500 pay by direct debit

HSSCU Digital Strategy

In Spring 2017 as part of our Strategic Planning process we
Commissioned iReach to conduct market research on our membership

This comprised of:

- Online member survey
- In branch interviews
- Focus groups

HSSCU Digital Strategy

- Results of market research then influenced our new Strategic Plan completed during the Summer of 2017.



HSSCU Survey EXECUTIVE SUMMARY



OVERVIEW

The purpose of the research carried out for the Health Services Staff's Credit Union was to get feedback on services, payments and loans, and online services. Overall the study has show a high level of satisfaction amongst the Credit Union Members with various areas performing well a few areas that need further development.

KEY POINTS

Services

94% of the respondents are satisfied with the range of services. 92% agree that the staff are friendly and helpful.
98% of the respondents are likely to recommend joining the HSS Credit Union to family and friends.

Contact

21% never visit the credit union
46% of the respondents use the telephone most frequently
26% via online area 14% visit the branch.
Over half (57%) source information about the Credit Union online and 47% receive direct mail.

Loans

72% of respondents have borrowed from the Credit Union and 98% of these had a positive experience and would borrow again. Two thirds of respondents are likely to take out a loan in the next 12 months and interestingly the younger the member the more likely they are to borrow. The most preferred method of loan application is by telephone.

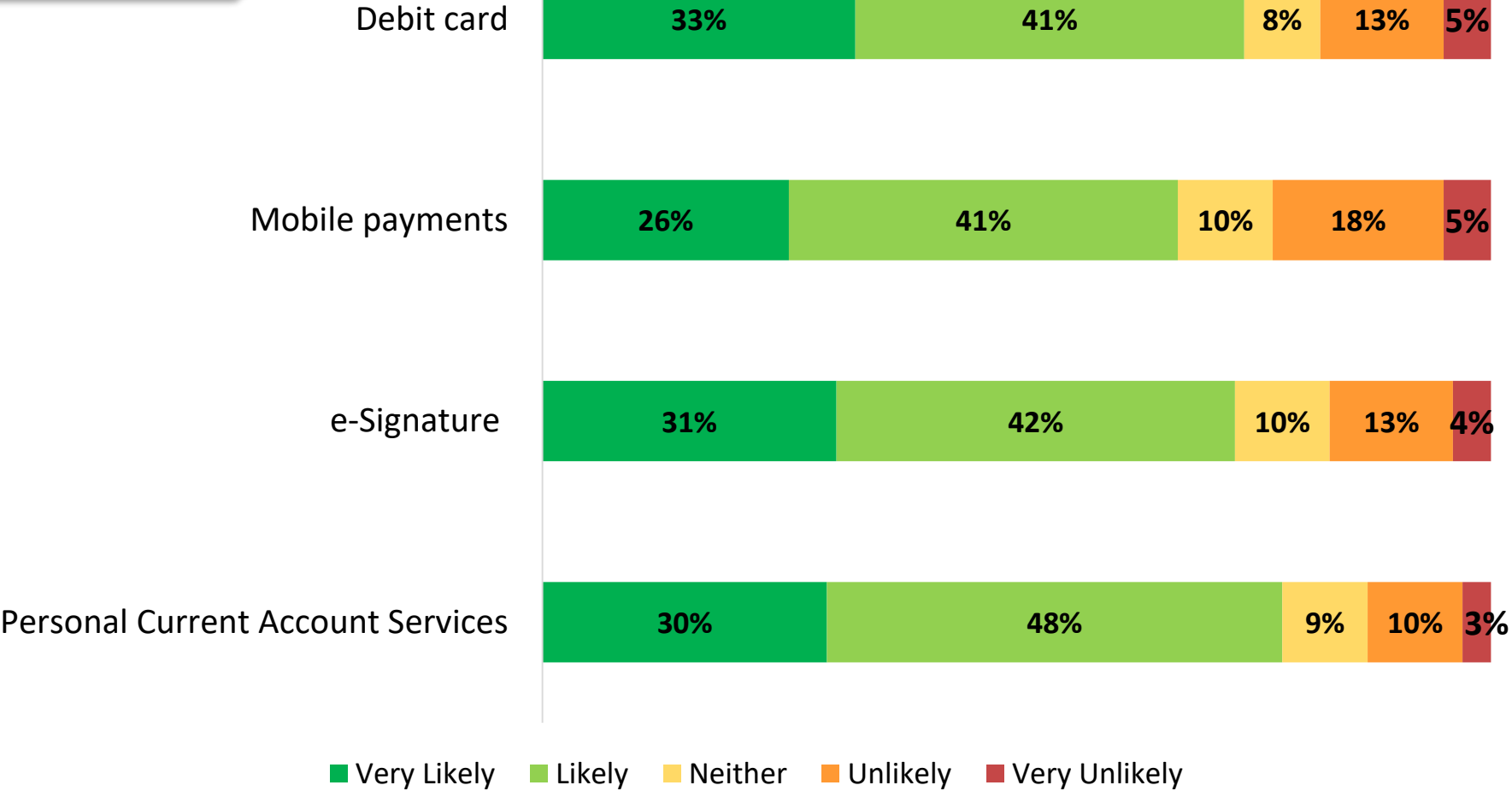
Online

Awareness of the online services is high but usage is low. 32% have transferred funds electronically but 43% are aware and have not used it. 50% have an online banking account and 74% of these use the online account
The majority (88%) of members have visited the website and 91% rate the website positively as excellent or good.

74% are likely to use a debit card if it were provided, 67% are likely to use mobile payments, 73% are likely to used e-signatures and 78% will use personal current account services.



Interest in Future Services



HSSCU Internal Survey



Footfall in High Street & James
Offices was on the increase



Internal survey to understand
this growth



PURPOSE OF VISIT
TO BOTH OFFICES



WITHDRAWAL OF
FUNDS



APPLY FOR LOAN



COLLECT LOAN



LODGEMENTS
(JAMES ST)

HSSCU Internal Survey

HSSCU Internal Survey



If you could get the service via another means, would you avail?

Over 65% Yes

45% had an online account

55% of these members do not have CUAPP

introducing TOUCH ID LOGIN from

HSSCU Internal Survey

Services on CUOnline currently used or in the future

- Over 60% view balances
- Over 50% transfer funds
- Over 50% apply for a loan
- 50% would use E-signature



Health Services Staffs
Credit Union

It's easy, secure and free of charge.



HSSCU Digital Strategy

The Market research has shown amongst our members:

- A high level of satisfaction with the level of service offered
- A high level of awareness of our online services yet
 - A low level of uptake of these services
 - Why was there such a slow uptake or resistance to these services?

HSSCU Digital Strategy

In terms of future services there was a strong support amongst those surveyed for:

- Debit card functionality, mobile payments, e-signatures and current account facilities.
- An average of 70% indicating that they were likely or very likely to use these service.

Signature





HSSCU Digital Strategy

To understand our strategy we needed to review our business and particularly the member contacts

- 6500 telephone calls per month
- High St - 105,000 back office transactions per month
- 1600 loans per month (700 postal loans)
- 500 Faxes per month
- Callers to the offices based on transactions 8,125
- Items of post based on transactions 900
- Email based on transactions 1,500
- New members 285

HSSCU Digital Strategy

Ref No	SPECIFIC	MEASURABLE	ASSIGNABLE
	Description	Key Activity Comparison	Owner
SO2 A	Increase online activity	Set Targets for:1. Active online accounts 2. TouchID 'Bin the pin' users	Business Dev. Manager
SO2 B	Website redevelopment	1. Appoint website provider 2. Update website content	IT Committee & IT Officer
SO2 C	Digital Signatures	Introduce to members	Ops Manager
SO2 D	New Members electronically	Investigate feasibility to incorporate members opening an account online	Ops Manager
SO2 E	Integrate online loan applications.		Ops Manager

Strategic Objective S02A— Increase online Activity



REGISTERED ONLINE USERS – 18426



TOUCH ID USERS – 2306



WE HAVE CREATED AN AWARENESS
CAMPAIGN AND AIM TO INCREASE
USERS BY 10% - Q4 2018



Strategic Objective S02B – Website Redevelopment

Target date Q4 2017

- Appoint website provider
- Update website content

New website live on 16th of April 2018.



Strategic Objective

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Digital/Electronic Signatures

SO2C Digital signatures

This will be going into test mode during Autumn 2018.

SO2C eSignatures

This will be going into test before the end of Q4 2018



**SO2D New members
electronically**

Target date Q2 2019



**Onboarding facilities are
currently live and
scheduled to be launched
in October 2018.**

**Strategic
Objective –
Member
Onboarding**



Strategic Objective – Integrated Online Loan Applications

SO2E Integrate online loan
applications

Target date Q3 2019.



HSSCU Digital Strategy

- As an industrial majority of our loan applications are taken over the phone:
 - High level of paperwork received through various channels at assessment
 - We are actively looking at ways to streamline the process
 - Make it as painless as possible for members (and staff)
 - Member education regarding upload of documents is required
 - Integrated credit scoring
 - Seamless end to end process from application to delivery of funds to member account

HSSCU Digital Strategy

- Every project we engage in we ensure that:
 - A full Risk assessment is completed.
 - We are Compliant with all regulations.
 - Security is of paramount importance.
 - All GDPR issues have been considered and addressed.





AML
requirements



Payroll
Deduction/Paypath



Online chat



Skype calls



Document
Management



Artificial
Intelligence/
Robotics

Other Areas

Questions



- There is a better way to do things – Find It

Thomas Edison