

Fit for the Future

Ian Glenn



Attract new members who take out loans?

On average, 65% of new members took out loans from their Credit Union last year. **Do you know your core borrower profile?**

On average:

Age: 32

Gender: Female (marginally)

Occupation: Hospitality, Sales, people-facing positions

Who does that sound like?

Facebook's average user is:

- o 30-49
- o Female
- o Works in a mid-senior people-facing position



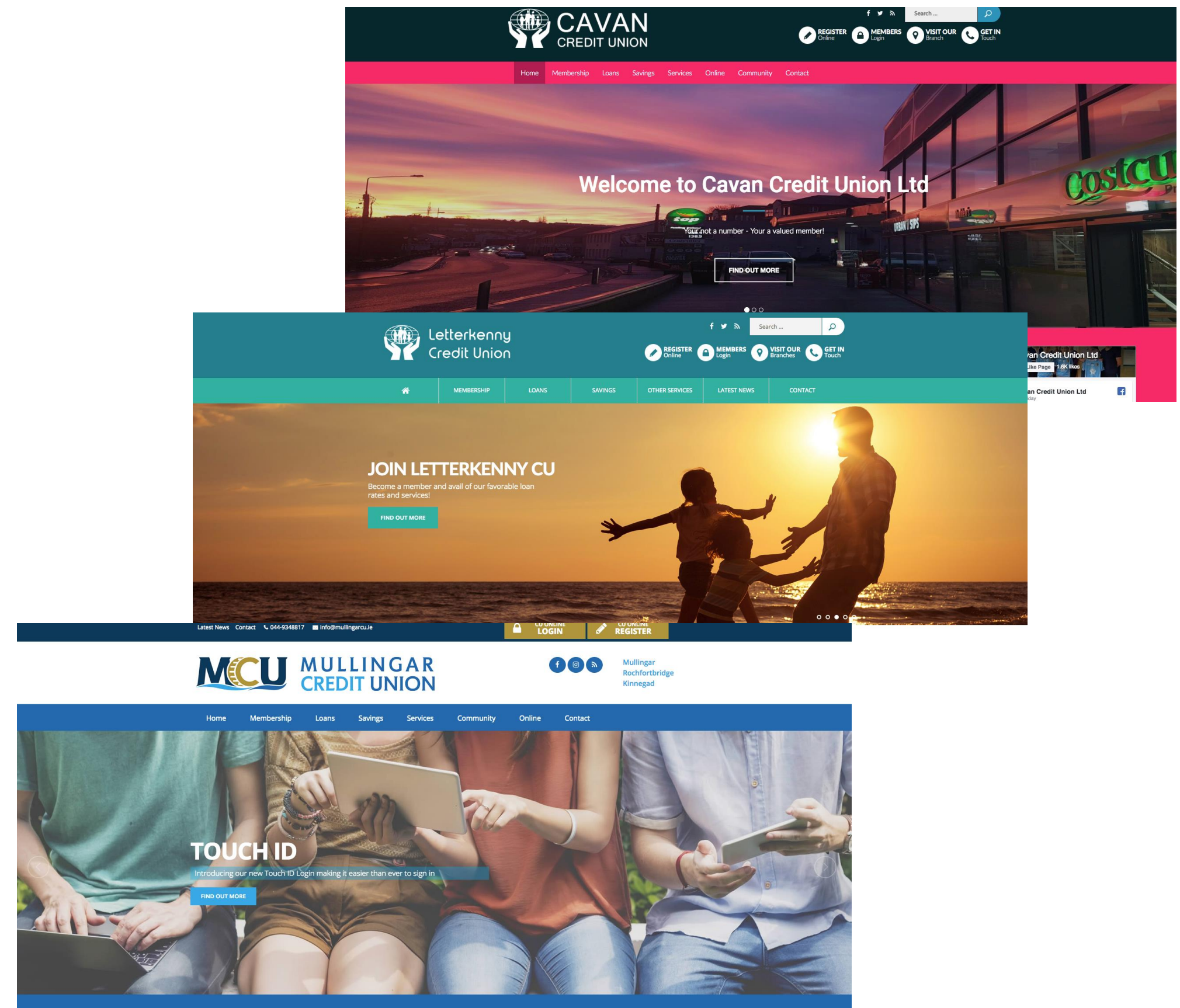
How do you engage your key demographic?

15 minutes to discuss!



Make it easy to join

Having a strong digital presence makes it easier for potential members to find out more about your Credit Union, easier for them to apply for membership, and easier to onboard.



wellington IT



Make it easy to take out a loan

Give your members and potential members the knowledge they need to make a decision. Allow them to easily calculate repayments, make enquiries, and apply for a loan at the touch of a button.



LOAN CALCULATOR & ENQUIRY OPTION

[Home](#) > [Loan](#) > [Loan Calculator & Enquiry Option](#)

If you wish to apply for a loan click [here](#)
If you would like one of our loans team to give you a call please select the enquire now button below.

LOAN CALCULATOR

Select Loan Purpose:

€30k Revamp Loan 6.78%

I'd like to borrow: € 30000

Over a period of: 10 Years

Repayment Summary*:

Weekly	Total	Interest
€ 80.26	€ 41734.49	€ 11734.49
Fortnightly	Total	Interest
€ 160.59	€ 41753.87	€ 11753.87
Monthly	Total	Interest
€ 41799.05	€ 11799.05	

Loan Calculator

ENQUIRE NOW

site are for your general information
authoritative or legally binding. You are

Select Loan Purpose:

Standard Loan 12.68%

I'd like to borrow: £ 500

Over a period of: 1 Months

APR 12.68%

Repayment Summary*:

Weekly	Total	Interest
£ 116.14	£ 503.26	£ 3.26
Fortnightly	Total	Interest
£ 232.55	£ 503.86	£ 3.86
Monthly	Total	Interest
£ 505.28	£ 505.28	£ 5.28

ENQUIRE NOW

*Terms & Conditions Apply. All figures given on this website are for your general information only, and give a rough guide to loan repayments. Any statements on this website do not purport to be authoritative or legally binding. You are advised to check with our offices for up-to-date rates and offers.

Make it easy to market

Marketing your services is the best way to increase both membership and loan figures – so why not make it easy for potential members to find you by using multi-channel marketing that meets them where they already are?

St. Paul's Garda Credit Union
20 August · 🌐

Best wishes to all that are waiting for a CAO offer this morning. If you need to talk about funding for College Fees or Accommodation Expenses give us a call on 0214313355 or follow the link below to our website

Whether you're just beginning your third level journey or going back to study something new, chat to us about an education loan today.

CORE CREDIT UNION
—STRONGER TOGETHER—
www.corecu.ie

EDUCATION LOAN
Starting a Course?

Life Credit Union @AskLifeCU · Sep 24
Are you sick of robots and machines? Pop in to see us at Life Credit Union, for the human touch 🤖



Save time with improved processes?

It's been a busy year for compliance – and on average transactions have become 4x longer. Compliance isn't going away, so where can you get that time back?



Save time with improved processes?

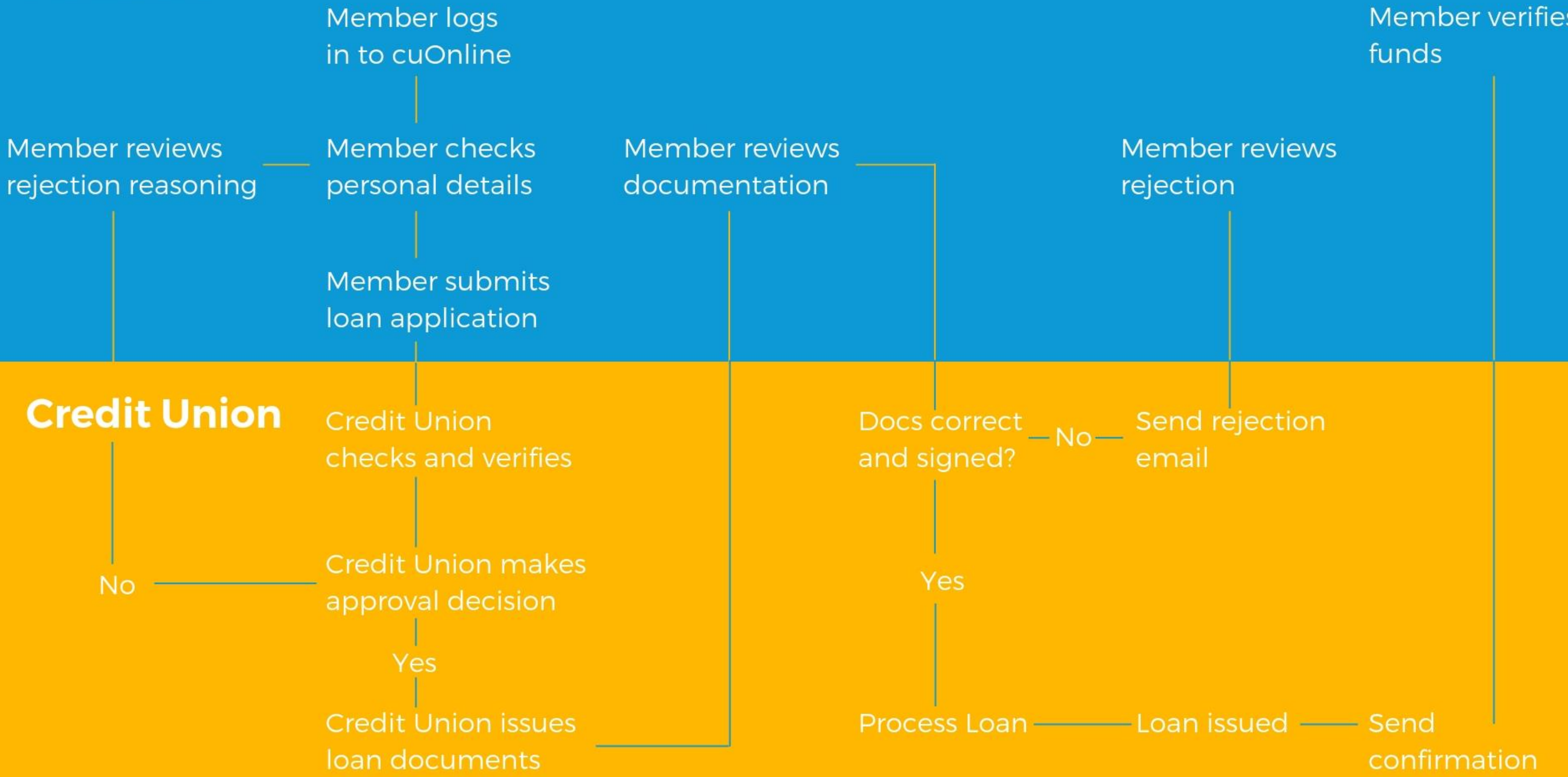
15 minutes to discuss!



Allow your members to do more

There are numerous steps for many standard transactions in your Credit Union. Why not cut processing time by allowing your members to take back some of the steps in the process?

Members





Make data-driven lending decisions

Bad lending costs your Credit Union money, so ensuring your bad debt is as low as possible is essential to your future growth. The easiest way to do this? Accurate, automated data.

CCR

Facilitates smarter decisions
Gives you an overview of a member's background

CRIF

Our CCR reporting portal means checking member credit reports is integrated with your core system

The end game?

Fully automated lending decisions all within your core system



Reduce inefficiencies in your processes

How much printing did your staff do yesterday? How long did it take?
Working towards a paperless office drives efficiencies throughout your day-to-day.

Digital Signatures

Digital signing at the counter reduces paper processing, saving you time and money

e-Signatures

Being able to sign documents from anywhere makes it easier than ever for members and no—members to engage with your Credit Union – and your loan book!

A5 Scanners

Table-top scanners that automate cropping means there's no need for manual processing



How do you get revenue from existing members?

Member to loan ratios vary between 31% and 10%, with an average of 17% of members having taken a loan. Getting someone to first join the Credit Union, then take out a loan, can be a difficult sell – so how can you make the most of the members you already have?



How do you get revenue from existing members?

15 minutes to discuss!



You've already got part of your answer!

Getting your members engaged doesn't have to be rocket science – you've already done some of the work, and you're well on your way to implementing the rest!

Make it easy

Easy to join, to take out a loan, and to market your Credit Union.

Improve your processes

Allow members to do more, make data-driven lending decisions, and reduce internal inefficiencies



Know your members

The most common reasons on average for members to take out loans are cars, Christmas and home improvements. Do your members need the same?

Their watering holes

65% of adults are active on Facebook
42% watch videos every day
2.76 million people purchased something online last year

How they make decisions

Millennials focus on peer review, budgeting, and the social value of what they're doing

How they use you

Business intelligence software gives you insight into how members interact with your existing products and services



Make sure they can truly bank with you

With current accounts set to hit the market early next year, members can manage all of their money with you, rather than viewing you as solely a loan provider.

New possibilities

As money isn't just for loans and savings any more, this opens up the possibility of elements like fees and overdrafts

A first port of call

If a member can do the basics with you, they'll be willing to try to do more with you – you'll become their primary financial provider

A slice of the action

The total monthly value of debit card transactions rose by 6% in the last year, totaling €5.8 billion



Our focus for the future

With current accounts set to hit the market early next year, members can manage all of their money with you, rather than viewing you as solely a loan provider.

Your priorities

- Revenue growth
- Member services
- Increased efficiency
- Compliance

Our priorities

- Protecting your core services
- Investment in products
- Innovation in products
- Customer experience