

HEYCU MEMBER SURVEY 2020

Number of surveys opened: **1,165**

Number of responses: **89**

Percentage response: **7.64%**

Overall experience

- 97.8% of members responding said they were satisfied (or very satisfied) with their experience of HEY Credit Union.
- 98.9% of members responding said they are likely (or very likely) to recommend HEY Credit Union to other people they know.

How has membership of HEY Credit Union made a difference to your life?

Responses included:

- *Given me a source of credit to purchase what I need at a price I can afford*
- *Easy to save via payroll*
- *Helping me to save and offering great loan deals every time I've needed to upgrade my car*
- *In times of difficulty they have always been there to help*
- *Without Credit Union Christmas would be cancelled*
- *I have been able to give my children a good life thanks to the Credit Union*

Getting in touch

- Phone – 93.8% find it easy (or very easy) to contact us by phone
- Email – 86.1% find it easy (or very easy) to contact us by email
- Web App – 83.4% find it easy (or very easy) to contact us using the Web App.

Comments:

- *Very easy to transfer money over the app*
- *Amazing service. I email and always get a fast response*
- *Only downside is the availability of phone lines as I work full time*

New Member Welcome

Of those who joined HEY Credit Union in the last 2 years:

- 82.7% think the welcome pack and letter is good (or very good)
- 98.1% said they received all the information they needed to get started as a new member.

Comments:

- *Excellent into pack and lots of info on the website*
- *Your communications are excellent backed up by the website*
- *The pack is slightly confusing; could have done with simpler*

Website

- 78.7% of those responding said they use HEY Credit Union's website
- 87.8% of website users said it was easy (or very easy) to find what they need.
- 84.1% of website users thought the website was attractive.

Comments of users:

- *Easy to access via mobile phone and find information needed*
- *Layout is easy to navigate*
- *Could be a little easier to navigate*

Social Media

Of those responding, those using HEY Credit Union's social media pages were:

- Facebook - 49.4%
- Twitter – 14.6%
- Instagram – 4.5% (this site has only been in operation since 20 May 2020)
- LinkedIn – 4.5%
- You Tube – 6.7%

46.1% of those responding did not use any of our social media sites.

Comments of users:

- *The information is clear and simple*
- *Many posts are aimed at Hull than other local areas*
- *Love the news and competitions*

Web App

Of those responding, 58.4% have registered to use our Web App; 41.6% have not. 11.2% said they use it weekly; 16.9% use it once or twice a month; 32.6% use it less than once a month.

Comments of users:

- *Very good, easy to use and navigate*
- *Functional, while basic it does the job well*
- *Very straightforward, whilst feeling very secure*

Branches

- Of those responding, 5.6% said they visit a branch weekly; 4.5% visit one monthly; 57.3% visit one occasionally and 32.6% never visit a branch.
- 77.5% thought it was important (or very important) that HEY Credit Union has a branch presence in various parts of our region.

Comments of users:

- *The staff are extremely approachable and non-judgemental*
- *I have never ever met such lovely staff, so helpful and, dare I say, caring*
- *Always find visiting the branch a positive experience*

Member satisfaction

Of those responding -

- 82.9% said we are very good at responding to enquiries
- 82.7% said we are very good at dealing with savings deposits
- 80.3% said we are very good at dealing with savings withdrawals
- 75.0% said we are very good at dealing with loan applications

Reasons to save

Of those responding –

- 52.9% said they save with HEY Credit Union for a rainy day
- 36.5% say they save for Christmas or other festivals
- 21.2% say they save for their children or family;
- 20.0% say they save for holidays;
- 12.9% say they save for future large purchases.

New Product

We asked for views on a new savings product that lets our serious savers pledge some savings to guarantee a Credit Union Loan to help a family member get a good start in life.

- 43.8% of those responding thought this a good idea, and may be interested;
- 43.8% thought it a good idea, but not for them;
- 14.6% were not sure.

Comments

- *I would like to help a family member who had a poor credit rating*
- *This is an excellent idea to help those starting out*
- *The strategy recognises a real issue that consumers face*

Payroll Save & Borrow

Of those responding –

- 43.8% pay into HEY Credit Union direct from their wages
- Of the 56.2% not paying in by this method, 53.5% said their employer did not offer the service; 14% said their employer did offer it; 32.6% were not sure.

Suggestions for employers that could be approached to offer their staff CU payroll deductions included:

Other Government Departments, Allendale House, Kingston Communications, Arco, Probe, Victim Support, NHS, Royal Mail, Arriva North East, Wren Kitchens.

Covid 19

We asked how Covid-19 had impacted on members' interaction with HEY Credit Union

- 2.2% of those responding said very greatly
- 9.0% said greatly
- 16.9% said a little
- 71.9% said not much.

Comments

- *I've not been able to visit the branch*
- *I was able to take my Christmas Savings out in order to help me during the pandemic*

We asked whether, in the current circumstances, HEY Credit Union should pay a dividend to savers this year, or instead allocate the funds to reserves to strengthen the Credit Union for the future.

- 46.1% of those responding said a dividend should be paid to savers as usual;
- 30.3% said there should be no dividend this year with the funds put to reserves;
- 23.6% were not sure.

Comments

- *It's troubling times; you'll need bigger reserves*
- *Should tell savers the reasons behind it and explain it will help the Credit Union to stay strong for all*
- *May be an idea to split between the two suggestions*

What is the best thing about being a member of HEY Credit Union?

Responses included:

- *The feeling that it is ethical*
- *Really easy to save through payroll deduction*
- *Just to see nice people trying to do good for the community*
- *Being part of a local organisation to help local people – less bureaucratic, more intimate*
- *Feeling part of something, helping me to save*
- *Allows me to contribute a little to the financial wellbeing of the community*
- *It is so easy to save*
- *Access to a range of products that are thoughtful and fair*
- *It's local and not a big corporate bank. Competitive interest rates on loans for people with not great credit rating*
- *Great service and easy to use*
- *Knowing that you're making regular savings and have access to affordable credit if needed*
- *Financial peace of mind*
- *Knowing there's a friendly voice at the end of a phone line who can help with issues when I need them*

Is there anything else that you'd like to tell the directors?

Responses included:

- *Keep up the good work (several)*
- *Thank you for your service, it's amazing*
- *Well done, we need more products, mortgage, car loans, other, at a good price from us being a group of members*
- *You provide a wonderful service for so many vulnerable people and let's hope our credit union continues to provide this support in the future*
- *Keep going*
- *The staff are amazing; they have helped me so much through this period*
- *I am glad I joined*
- *It would be nice to see accounts for other religious festivals, EID etc.*