

TURN KEY



Best Practices Pull-Out Section

Summer 2014



Securityplus FCU Re-Brands Member Service Creed; Earns Trailblazer Award and DeWitt “Best In Show”

Baltimore-based credit union adopts “A Positive Difference” as new member service slogan

“To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”

“Think Different.”

“Save Money. Live Better.”

“If it matters to you, it matters to us.”

Do you recognize those company customer service slogans? (*Starbucks, Apple, WalMart, & Southwest Airlines as read from top to bottom*)

Corporate slogans, especially when designed for staff and management, help define the expectations held by the organization for interactions with the public. And in a service industry like banking, member service standards are what can make or break a relationship.

When key members of the management team at Securityplus FCU sat down to evaluate their image they had a sense that members and staff alike could not readily identify their credit union’s brand - the core value that drives the financial institution to best serve their members. They realized that Securityplus employees were living the brand and giving their all to help make a positive

difference in their members’ lives, but that spirit hadn’t been captured in a way to allow it to be easily communicated.

Taking a cue from their credit union’s staff, the marketing team landed on the phrase, “A positive difference” and constructed a multi-media internal brand launch and four-week campaign to increase awareness and provide examples of how employees were demonstrating the brand and how others could follow their example.

The results included increased member satisfaction, improved member loyalty, and recognition at the May 2014 Trailblazer Awards ceremony hosted by the MD & DC Credit Union Association where Securityplus won awards for “Best Special Project” in their asset category and the Christine DeWitt Award for “Best in Show”.

Securityplus’ Mark Ely provides his perspective in our Q&A on the reverse.

View the award-winning support materials used by Securityplus for their re-branding at www.cufound.org/resources.htm

A positive difference!

Q&A

MARK ELY
AVP, MARKETING
SECURITYPLUS FCU



Why the re-branding?

“Our external and internal research confirmed what we suspected – the Securityplus brand – what we stand for – wasn’t well understood by our members or employees. We wanted to address this and also create new brand awareness that reflected what our credit union is all about – creating a positive difference for our members, communities, and employees.”

How has staff taken to the change?

“We started the process by looking at how our staff interacts with members and how they go the extra mile to help meet their financial goals, all while treating them with the utmost respect. We talked to staff about what they thought differentiated our credit union from other financial institutions, and the interesting thing was, all of their answers had a common theme. So, because the new branding efforts were really driven from within the organization as a reflection of our member service values, it’s been quickly embraced by staff.”

What compelled you to produce the re-branding video?

“When we began planning the internal launch of our re-brand, we wanted to include something that showcased our employees and volunteers expressing how they are living out our brand every day...without even realizing the commonalities throughout all departments in the credit union. A video seemed like the right medium to share our stories to each other in a personal way; through our staff and volunteer’s own words.”

Where can our TurnKey readers view the video?

“You can view a copy of the video at the Foundation’s webpage: www.cufound.resources.htm You can also view the staff publications we created to help communicate the brand change at the site, too.”

Were you able to measure the re-branding’s impact?

“One of the key components of the re-branding plan was to make sure we could measure the results of our efforts – both internally and externally. We set a baseline for member, non-member, and staff brand recognition and expectations, and continue to survey and measure those results. Since re-branding, our member loyalty ratings and primary financial institution scores have reached the highest levels in almost a decade.”

What advice do you have for colleagues facing a re-branding?

“Re-branding can be a daunting task. Make sure you have the time and resources to approach it properly. Do the research, listen to your staff and volunteers, and communicate with full transparency. Remember, without staff buy-in, your efforts will quickly fizzle. A fancy logo and tagline can only take you so far...how people interact with and view your organization is your true brand and it’s what they’ll remember most.”