

How Credit Unions Can Create Loyal, Ecstatic Fans

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Why do people love a brand? Brands like Apple, Disney, Starbucks and Google have a few elements in common that can be adopted by a financial institution. Let's break them down.

Be more than just one thing. Apple is your phone, your entertainment, and now your payment system.

How can a financial institution be more? You can be their investment, modern payment system, money coach, lender and insurance protection.

Our latest research shows that almost half of consumers are interested in buying insurance through their financial institution. Insurance is a great example of an opportunity to be more than just one thing to your consumers.

Remember search engines other than Google? They were cluttered with ads and buttons, making it difficult to know where to type. Google makes it pretty clear. How can a financial institution be that easy?

Create digital forms a six-year-old could fill out. Use everyday language. Test, test, test.

This is exactly how we create successful digital and direct marketing. We keep the language and graphics simple—and we test, test, test.

Brands like Disney evoke an emotional connection. Consumers love them deeply.

Can that be done in finance? Yes! Money *is* emotional. Being able to buy a home or pay off medical bills is emotional. You just need to be the hero of the story. Financial plans and financial wellness products can lift consumers up and change lives.

No matter which Starbucks location you visit, you will see the same products and branding. People trust consistency and familiarity. The less they see your brand, the less likely they are to trust it. Make sure they have more opportunities to engage with you and see your brand featured boldly on all products.

Our latest research shows that 76% of consumers who purchased insurance from a financial institution are interested in doing so again. Think of it like a one-stop-shop. When you consistently meet multiple needs, consumers are more likely to keep coming back.

Great brands take the time to understand their customers better. Then, you can provide personalized solutions that will enhance satisfaction and loyalty.

Younger and higher income consumers want financial institutions that offer a wide variety of insurance products. Having a robust insurance program allows you to personalize product offerings to your customers. In the end, doing this will help build retention and loyalty.