

Clonmel Credit Union Case Study – Member Satisfaction



Project Background – Members and Non-members

The Clonmel Credit Union has over 27,500 members and the purpose of the research was to provide insights on customer satisfaction with member services, usage and awareness of loan and insurance services, usage and awareness of online services and interest in different future services.

Growing membership was also a key strategic objective, so Non-member feedback was also needed. The insights provided by iReach Insights enabled Clonmel CU to act on and help steer the strategic planning for 2018.

iReach Methodology

iReach Insights ran quantitative research surveys to gain a deep insight and understanding of the Clonmel Credit Union members. The quantitative research conducted was completed through 3 methods: online, phone and in the branch. This provided various touch points for the members and covered all Member and Non-members cohorts.

iReach Insights completed detailed data analysis on the member feedback looking at key segments and demographics. Key actionable insights were formulated to produce actionable insights and recommendations for use in strategic planning. Recruitment of new members and increased lending were two measurable results from this project.



iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies.

iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adults consumers and business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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