

“keatext

Credit Union Member Experience Analysis



As a member experience analyst...

You are responsible for identifying the key opportunities for credit unions to **transform their customer experiences**. Yet, you are feeling the greatest pressure from executives to meet evolving member expectations, unify data channels, and consolidate insights.

You need the **analytics strength** to pinpoint what drives Member Effort Score, NPS, and OSAT, and at the same time the **reporting flexibility** to share insights with leadership.





Your priority is keeping up with digital transformation.

Credit unions are already undergoing a period of strategic growth, with cloud and mobile banking as well as the automation of member support interactions. In a crowded marketplace, **personalized member experience remains a distinct advantage** for credit unions compared to traditional banks.

71%

of members prefer multi-channel interactions ([McKinsey](#))

25%

want a fully digitally enabled banking experience ([McKinsey](#))



We help you understand the voice of the member.

Members are already telling you what they think about your services. Keatext is a text analytics platform that enables you to:

- Unify **member feedback** in reviews, surveys, tickets, and call transcripts
- Discover new member expectations as they arise that you may not have known
- Recommend ways to improve member satisfaction and prevent churn
- **Demonstrate ROI** from member experience initiatives



No need to redesign your tech: Keatext fits right in.

You might not have the bandwidth to integrate new tech. Keatext is a **cloud-based, standalone analytics platform** that makes it easy to import data and be responsive to member needs – without sacrificing resources in your team.

1. Unify

Consolidate your reviews, surveys, tickets, and call transcripts with an easy CSV import process or through integrations

2. Analyze

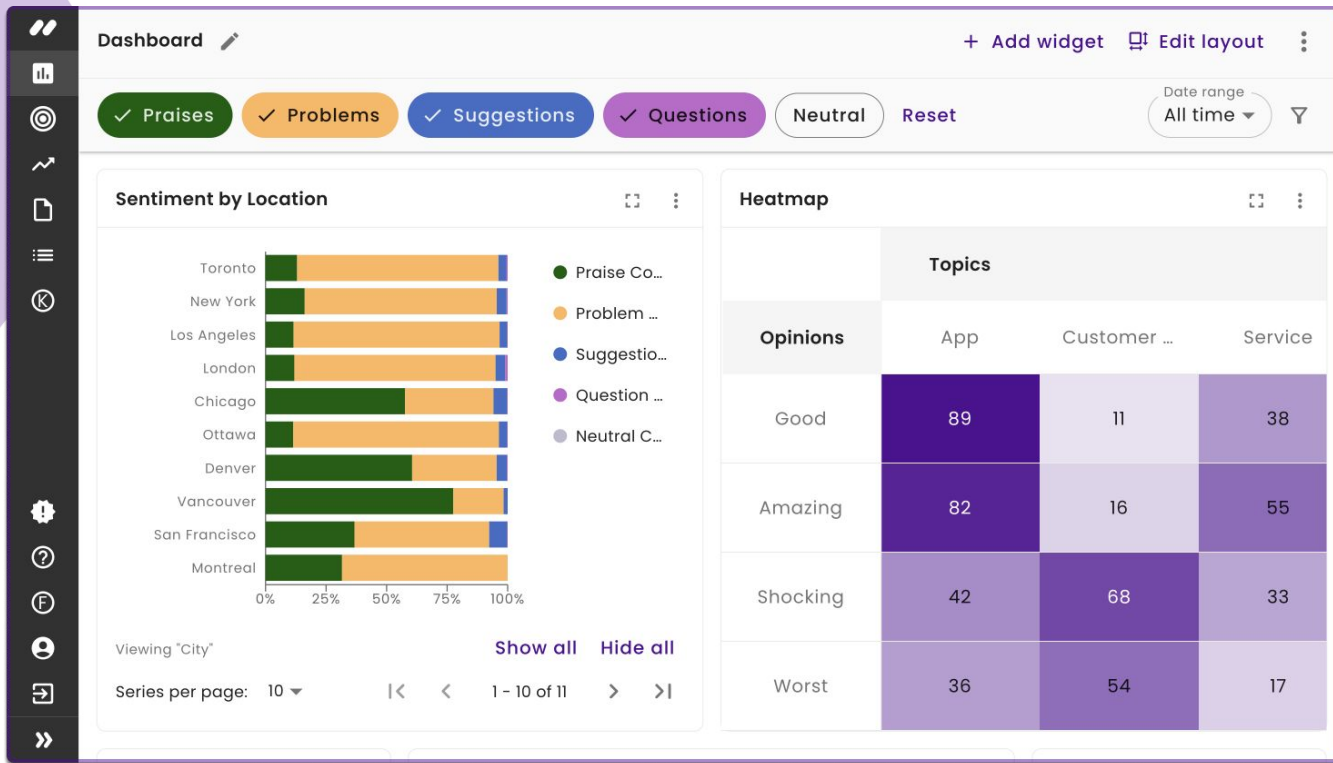
Identify what drives satisfaction and churn, and analyze member reception of your key differentiator against traditional banks

3. Act

Recommend and prioritize ways to deliver stronger experiences, personalize interactions, and prevent member churn



Customizable Dashboard





AI-Based Recommendations

Focus recommendations 10 of 10 topics

Date range: All time

food

For the food, the company could 1. Ensure timely delivery and offer options to warm up food. 2. Improve accuracy and quality control of orders. 3. Provide better customer service and address any issues...

[More details](#)

driver

For the driver, the company could 1. Implement stricter training and guidelines. 2. Provide clear and direct communication channels. 3. Ensure proper adherence to safety protocols. 4. Improve order...

[More details](#)

customer service

For the customer service, the company could 1. Increase the number of human representatives available to assist customers 2. Train customer service staff to be more empathetic and understanding 3...

[More details](#)

< 1 - 3 of 6 >

[Export Recommendations Summary](#)

Export List Chart

40%

food app service



Key Driver Analysis

Filters		10 of 10 topics	
0 topic selected		Hide	Tag
		List	Chart
TOPICS	IMPACT ↑	KEY OPINIONS SUMMARY	COMMENTS
<input type="checkbox"/> food	 ↓ 5.47%	There have been multiple issues with the food, including it being served cold, not arriving at all, experiencing delays, not being enough, and never being received. View more on the analysis page	309
<input type="checkbox"/> driver	 ↓ 3.66%	The driver's issues include making wrong decisions, not receiving any offers, facing various problems, not having enough resources, and encountering shocking situations. View more on the analysis page	236
<input type="checkbox"/> customer service	 ↓ 2.78%	The customer service received was shocking, the worst, and terrible, with no effort made to address or resolve the issues and blatant ignoring of the customer's concerns. View more on the analysis page	425
<input type="checkbox"/> restaurant	 ↓ 2.12%	The restaurant is currently closed and not offering any services, resulting in a negative experience for customers who are dissatisfied and placing blame on the establishment for not providing better options.	160



Take a data-first approach to member experience.

Credit unions have always relied on data and personalization to set their business apart from traditional banks. With nearly all businesses today embracing digital transformation – credit unions and banks alike – it is critical to advocate for the value of data-driven member experiences.

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Improve member experiences at your credit union

[Book a demo](#)