

CREDIT UNION TIMES

Firm Hires Credit Union Members to Measure Service

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Staff Writer

INDIANAPOLIS - Employees of the Credit Union Centers of Indiana, a CUSO affiliated with the Indiana Credit Union League, will soon face mystery shoppers measuring their service performance at their 12 shared branch service centers around the state. As of January, CUCI was the CUSO with the largest volume of transactions in the Credit Union Service Centers shared branch network, with over 500,000 transactions monthly through the organization's 16 outlets. Support Financial Resources Inc., based in Dayton, Ohio will begin recruiting members from the 49 credit unions that participate in the CUCI shared branch network. The recruited mystery members will be asked to perform certain transactions and then to record five dimensions of the service they receive. The shared branch employees will have been briefed in advance about the presence of the mystery members and the criteria they will seek to measure, according to Rhonda Sheets, Marketing Manager for SFS. The project will last for as long as the shared branch network wants to keep measuring employee performance, Sheets explained. The recruited credit union members will be paid \$10 per measured transaction and will likely only be assigned to make a measuring visit to a shared branch once a quarter, Sheets added.

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