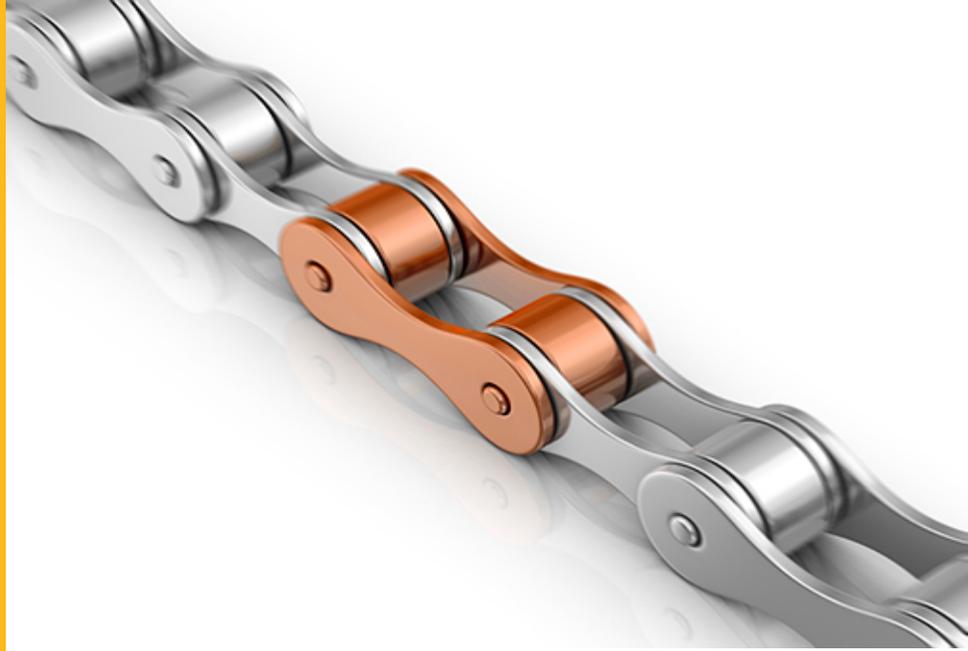


Joint MDC/ Owner Projects

MEMBERS
DEVELOPMENT
COMPANY



Participating in an MDC Joint Project was a great experience. There was value in the collaboration and in learning new ways to identify gaps and respond to improvements for our members' experience.

Patti Dixon
VP of Member Experience
BCU

Results Tailored To YOU

Want to see actionable results tailored specifically to your credit union but don't have a big budget? Look no further—MDC is willing to help subsidize your consulting project through a fee-share arrangement that greatly benefits your credit union and serves as a case study for the rest of our owners.

These joint projects came about based on requests from our owners—people wanted distinct, individualized results, but without the price tag of doing a consulting project on their own. These are not projects with general results—rather, these projects are specific to you and immediately actionable. Your staff is directly involved to ensure maximum learning and knowledge transfer. Even better, participating credit unions essentially get two price breaks—these joint projects are partially underwritten by MDC, and our partner consulting firm discounts their standard fees for our network. The typical project is up to 50% less than what a credit union would pay on their own!

Case Study

Our recent joint project, “Member Experience—Call Center,” looked at how to improve call center operations with our owner, Farmers Insurance Group Federal Credit Union (FIGFCU). Baker Tilly worked with staff and members to research the current state. Then they used specific innovative techniques to define and design new experiences in the call center. They used unique criteria to drive decisions on which ideas to implement and pursue further. Finally, the team worked together to design the future state journey map.

The future state journey map provided specialized, actionable takeaways for FIGFCU to improve call center operations. In return, the team was able to share the entire project, learnings, and data with all of our owners through our online portal and at our semi-annual Owner Meetings. Everyone wins!

Ready To Go?

There are numerous benefits to being an MDC owner—an energetic network of people passionate about credit unions, our future-focused Innovation Council, partnerships with leading edge vendors and new CUSO's, plus our high-energy bi-annual owner meetings. And now you also have the opportunity to conduct your dream project at deeply discounted prices with results custom-fit to YOU. Contact Sarah at sarah.lietz@membersdevelopment.com for more information on how to get started.