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Special Member Awareness Edition



[ E Federal Credit Union's Official Staff Newsletter ]

# Insights

October 2007

Volume 1, Issue 3

## "Catch Me If You Can" Single Product Household Branch Competition

We can all agree strengthening relationships with members is one of our primary goals. As a financial cooperative, it is vital to have members who use both savings and loan products. Currently more than 25% of EFCU households (3,938) only have one EFCU product, also known as a single-service households.

The training and marketing departments have developed a CU-wide competition, *Catch Me If You Can*, to help us "exceed the expectations" of members and encourage them to trust us with more of their business.

The competition, beginning October 1 through the end of the year, will include all EFCU staffers from frontline to Ops Center.

The ultimate goal of the campaign is to move 1,635 EFCU single-service households to profitable relationships.

Each branch is teaming with a back office department(s) to work together to reach goals.

The teams with the most successes will win a bevy of prizes including: gift

cards to Sonic and Starbucks, blue jean Fridays privileges and more...

When the 1,635 goal is achieved, EFCU will hold a CU-wide celebration spectacular in the Spring 2008.



To assist campaign efforts, Marketing has developed a series of three postcard mailers directed at single service households. The 9-week direct mail campaign, highlighting auto, mortgage loans and MasterCard products, will begin with the first postcard hitting mailboxes on October 1.

A target list of members is located on the EFCU Intranet Portal under "Specials Events" to help you identify members we want to form stronger relationships with.

For more information on the *Catch Me If You Can* competition, contact Toni Beamon at ext. 917 or Cris Melancon ext. 507. Good luck and may the team with the most P-R-I-D-E win!!

## "Catch Our Falling Rates" Employee Incentive Program

Just in Time for the Holidays!



With one of the best credit cards in town, isn't it time our members get in on the action?!

To assist EFCU staffers in promoting the MasterCard products, EFCU is offering a limited-time incentive program for all employees. Beginning October 1, EFCU employees will receive \$5 for each approved MC Application they referred.

One selling point for members is the special low 3.9% APR on all retail purchases made from Nov. 1—Dec 31.

Don't forget to remind members that the MC Platinum card also includes: higher limits, worldwide acceptance, extended warranty coverage, better rates, etc...

When discussing the MasterCard with members, remember to:

- Promote EFCU MC as "the card" to have
- Give member an MC application
- Encourage member to submit application by mail or next branch visit.

# Recipe of the Month—*Sweet Member Service Cakes (Molten Lava Cakes)*

## Ingredients:

- 6 (1-ounce) squares bittersweet chocolate
- 2 (1-ounce) squares semisweet chocolate
- 10 tablespoons (1 1/4 stick) butter
- 1/2 cup all-purpose flour
- 1 1/2 cups confectioners' sugar
- 3 large eggs
- 3 egg yolks
- 1 teaspoon vanilla extract
- 2 tablespoons orange liqueur

## Instructions:

1. Preheat oven to 425 degrees F.
2. Grease 6 (6-ounce) custard cups. Melt the chocolates and butter in the microwave, or in a double boiler.
3. Add the flour and sugar to chocolate mixture.
4. Stir in the eggs and yolks until smooth. Stir in the vanilla and orange liqueur.





5. Divide the batter evenly among the custard cups. Place in the oven and bake for 14 minutes.
6. The edges should be firm but the center will be runny. Run a knife around the edges to loosen and invert onto dessert plates.



## Games and Funnies!!

### *E Federal-inspired games and jokes...*

As a refresher from training, below are four EFCU members from various age groups. List their demographic motivator and at least 3 EFCU product matches. Please submit your answers to the Training Department by October 12.

Member	Motivator	Products
 Denise Fisher, 22 College Student Works Part-Time		
 Amy Thompson, 34 Retail Manager Married, 2 Kids		
 Alex Morris, 55 Business Owner Married, Older Children		
 Gladys Lee, 76 Retired Teacher Widowed, Fixed Income		

## Ask Stan...

*Stan Ocola is your personal E Federal advice columnist. Email your questions to Brandon K. who'll forwarded them to Stan.*

Dear Stan,

Sometimes it's really hard to keep a happy face everyday. Don't get me wrong...I love my job and members, but what can I do to keep a pleasant nature.

- Moody at Monterrey

Dear Moody,

Great question Moody! Staying upbeat everyday can be a difficult task. Here are a few tips to keep you smiling...

- Before you speak to a member on the phone, remember to smile. It keeps your tone friendly and upbeat.

- Use mistakes and challenges as opportunities to learn.
- Keep within sight a picture of something that makes you smile.
- Leave personal issues at home. When you're at work, let your professionalism shine.
- Take a deep breath if needed so you refocus on providing the best service you can.
- As a reminder to keep smiling, place a mirror where you can see yourself talking.

- Keep you cool with tough members. Listen patiently, apologize for their inconvenience and work to fix their problem.
- Use the Golden Rule as a guide: Give all members all the respect and courtesy you'd like to receive.
- Remember to count your blessings. Write down something everyday for which you are grateful.

Hopefully your pleasant personality will show through even when you don't feel so pleasant.

-Stan Ocola

## Credit Union Joke of the Month

A guy drives into town in an expensive car and goes to a credit union. He asks for a loan of \$1000 as he is in town for a week and forgot any cash and doesn't have an ATM card. The loan officer says "OK, but you have to park your Porsche here as collateral".

He does so, and at the end of the week he hands back the \$1000 plus interest of \$4 for a short term loan plus processing.

Curious, the loan officer asks why he didn't just get a wire transfer, and the man replies "Where else could I park my car for \$4 for a week?"

Congratulations to

**Joann Darenshourg - Ops Center**

Winner of September's BSA Training Game

# About Face

Learn more about the faces you pass in the halls each day



**Name:** Taylor Fredric  
**Branch:** Burnside  
**Position:** MSR

**How long have you been at EFCU?**  
8 Months

**Are you married? Kids?**  
Married, I have 2 kids, ages 4 and 20 mos.

**What's your favorite color?**  
Blue

**Who is your favorite person at EFCU?**  
Samia from the Call Center. Because we started together in training and we've been close ever since...

**What has been your best moment here?**  
It's not just one moment...Getting to

know I can reach one more member and help their family feels great everyday!  
**Name something most people at EFCU don't know about you.**  
I got married in Jamaica, I am a former gymnast and I LOVE to scrapbook...  
**My dream is to...**  
Go back to school and become a photographer. I have a passion for photography.  
**Favorite thing about EFCU?**  
Everyone respects each other both members and employees.

## Birthdays & Anniversaries

### Happy Birthday, October Babies!

Toni Beamon (Ops) – Oct. 2

Joycelyn Johnson (Ops) – Oct. 6

Wynter Broussard (Ops) – Oct. 10

Rebecca Briley (Ops) – Oct. 16

Kristin Parker (Ops) – Oct. 16

Maria Miley (Ops) - Oct. 21

Ken Bordelon (Ops) - Oct. 24

Tessa Coppenbarger (Monterrey) - Oct. 29



### Happy EFCU Anniversary for the month of October!

Vannessa Priestler (Monterrey) - 1 Year

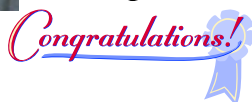
John Saia (Refinery) - 1 Year

Cherie Gayle (Ops) - 4 Years

John Rome (Plastics) - 9 Years



**Suzanne Staid**  
 (Ops)  
**30 Years**



## A Message from the CEO

### Member Awareness

Recently, my wife and I shopped for a "grandchild" proof coffee table at a local furniture store. By time we left the store, we had purchased a table, some trays to accompany it and two recliners.

The saleslady was simply professional. She knew her product, listened to what we were saying (and *not* saying), and made the entire experience enjoyable. We have shopped there before and received similar service but not quite that good. A little know-how from our salesperson went a long way. Needless to say, we will shop there again.

We have hundreds of members at E Federal that have only one product or service with us. Normally, that is a regular savings account. What if half of these members decided to open another account such as a checking account or credit card? That would be a win-win for both parties - the member gets a money-saving product/service and the credit union turns an unprofitable, uninvolved member into a profitable, involved one.

That opportunity cannot be wasted. While we sign up new members every month, almost as many close their accounts for one reason or another. The new community charter is allowing us to open more new accounts. But if these new members simply open a regular savings account, our chances of giving them terrific service are limited.

The more business they conduct with us, the more opportunities we have to make them want to stay and tell their friends. That is the best way to grow and prosper our credit union.

Therefore, take time to learn (or re-learn) a new EFCU product or service every day. Concentrate on a product that you frequently use, so that you are ready to tell members how good it is.

E Federal probably has the single best savings and checking accounts in Baton Rouge. Same for credit cards. If mortgages are too complex for you to discuss with members-- concentrate on what you know best first. That will give you the skills and confidence to effectively explain the product to our members.

Notice that I said that the more opportunities we have to deal with our members, the more they will continue use our services. I did not take the negative approach to say that would give us more opportunities to mess up their accounts.

That is because I am 100% positive that each and every one of you are prepared to handle these challenges and succeed!

Thanks,

## Member Service: Nice Isn't Enough

By Lori Reeves (Source: *Credit Union Magazine* 09.01.2007)

Smile. Shake hands. Make eye contact. Call members by name. Ask if there's anything else you can help them with. Thank members for their business.

These are standard measurements for quality service at many credit unions. These actions are required by you and by your credit union. However, if you want to differentiate your credit union based on service—and who doesn't—these actions are not sufficient.

Service is more than being "nice and polite," and it's more than common courtesy. Service is about understanding your members and providing solutions to help your members save money, make money, and/or save time. Service really is about improving your members' lives in ways they may not have known were possible.

This may sound hokey, but isn't this the mission we all signed up for? Don't we all believe our credit union provides better products, lower loan rates, higher savings rates, and lower fees than the bank down the street? Aren't we all surprised when we find out our members are doing business with a bank, a mortgage lender, or an auto dealer when we can offer something superior?

We are member-owned cooperatives yet we allow our owners to pay higher rates on their loans and earn less on their deposits. What would it take for us to earn this business?



### MAKE SMALL CHANGES

There's no "silver bullet," but there are several small changes that can make a big difference:

- **Become obsessed with your members.** These are your members! Don't let some bank take advantage of them. Earn their business. Help your staff develop this obsession.
- **Use all available information.** Reviewing members' credit reports still is the best way to know your members' financial needs. There's nothing better than being able to show members how you can save them money on the things they already have. You can make an instant difference in your members' lives.
- **Be curious.** People love to talk about themselves. Ask members about their homes: Are they homeowners? How long have they

owned their homes? Are they looking to move up? Remodel? There's nothing you can't ask—just ways you *can't* ask. Make it obvious that you're interested and that you care.

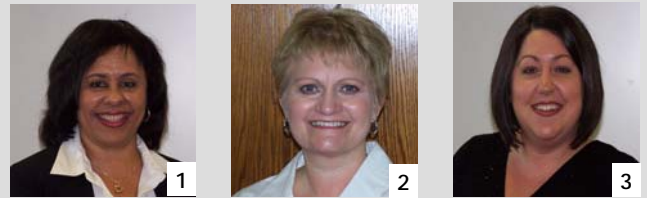
- **Show them the money!** Show members how you can save them money or make them money. Be specific: How much can you save them each month? How much over the life of the loan?
- **Ask for the business.** There's an old saying that you miss 100% of the business you don't ask for. How true! Just do it! What's the worst that can happen?
- **Ask for referrals.** You just saved your member by restructuring his debt. Does he have friends or family who could benefit from your services? You won't know unless you ask. Offer members two business cards: one for them to keep and one for a friend they believe you can assist.

Being nice isn't nearly enough. Being interested, curious, and caring enough to ask questions so you can fulfill your members' financial needs is what true service is all about.

## Coming Events...

- October 1— December 31, 2007  
*Catch Me If You Can* MasterCard Contest  
EFCU-wide
- October 18, 2007  
International Credit Union Day  
Stay tuned for exciting news about ICU Day.
- December 3 - 7, 2007  
EFCU Annual Employee Benefits Open Enrollment  
It is mandatory that each employee go through open enrollment. This plan year will begin January 1, 2008 to December 31, 2008.
- March 29, 2008  
EFCU Annual Meeting & Training Day  
Boudreaux's Reception Center—Government St.

## Welcome Aboard...



to our five new EFCU staff members.  
We are glad to have you!

1. Wanda Hoffpauir - Loan Officer — Refinery
2. Cindy Savage - Mortgage Loan Processor — Ops
3. Nicole Jarreau — Loan Officer — Monterrey
4. Mark Prosperie —Member Service Rep.- Refinery
5. Raychele Collins - Member Service Rep.— Refinery

## Insights

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A monthly newsletter written for EFCU Staff Members

Editors: Brandon Kelly Cris Melancon

Contributors: Toni Beamon Ken Bordelon  
Janna Legé Debbie Elmer