

Customer Satisfaction Survey Shapes CUSOURCE Knowledge Network Workplans

In November 2008, CUSOURCE Credit Union Knowledge Network (CUSOURCE Knowledge Network) contracted an outside consulting company to conduct its second customer satisfaction survey.

Driving the survey was a desire for feedback and input on key aspects of the company's business: its people, technology including the learning management system (LMS), communications, products and services, as well as clients' overall impressions of CUSOURCE Knowledge Network. Target respondents were the 460 CUSOURCE "key contacts" (typically, senior HR/people development professionals) at credit unions across the country.

"We received a very clear picture of where we are doing well and where we need to improve," commented Cheryl Byrne, CEO of CUSOURCE Knowledge Network, "This is exactly what we needed to shape our plans for 2009 and beyond, so that we remain responsive to credit unions' needs. 'Thank you' to everyone who took the time to participate. It was evident that people responded thoughtfully and with a sense that we are a partner in helping their people and their credit unions succeed."

Here are some of the survey highlights:

- **Overall perceptions:** 90% of respondents would recommend CUSOURCE Knowledge Network to other credit unions. They view the company as a valuable resource (76%) and a valued strategic partner (68%) who is easy to do business with (73%).
- **Its People:** Satisfaction with national and regional staff was very high, with scores on several indicators of more than 90%.
- **Communications:** both the bimonthly newsletter *eNews* (78%) and webinars were viewed as effective means of communication.
- **Products & Services:** e-courses (77%), classroom courses (80%) *CUIC*[®] courses (83%) were all viewed as providing value. Survey respondents felt that *CUIC* online classes (cohorts) added "significant value" (78%) and that *CUIC* designations/accreditations (77%) are well recognized across the system. 75% felt the *CUSOURCE* annual subscription provides good value.

In response to survey results, in 2009 CUSOURCE Knowledge Network will focus on:

- More course packaging, similar to the MSR Start Series, Business Development Manager program and the newly launched Leadership *KnowledgeCenter*[™]. Among other initiatives, watch for the *new management development program*.
- Scheduling more *webinars* as well as "*on request*" *training* on a per credit union basis to heighten familiarity with the capacity/tools of the LMS and "ease of use" of the LMS.
- Re-designing the *CUSOURCE website* to make accurate and timely information easier to find.
- Perfecting workplace *Job Aids* that support use of LMS.

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