Conversations on ✳

Online Member Experience

A CU*Answers Collaboration Group

MOP – Pre-Membership Ideas

Kristian Daniel, VP of Client Services & Education

Special Guest – Ken Vaughn, VP of MTG Product Design & Development

Agenda

- What is MOP?
- MOP Pre-Membership Idea
- Provide Feedback!
- Next Conversations on Topic…

Conversations on ✱ **Online Member Experience**
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Conversations on Online Member Experience

Learn from each other what works and what doesn't and talk to the professionals who make their living designing ways to connect your members to your credit union's products and services...and keep them coming back for more. We will discuss items such as how credit unions are using online membership opening, how credit unions are making money over the internet, and other eService related topics. This is an open forum discussion on member experience and eService products that are offered by credit unions.
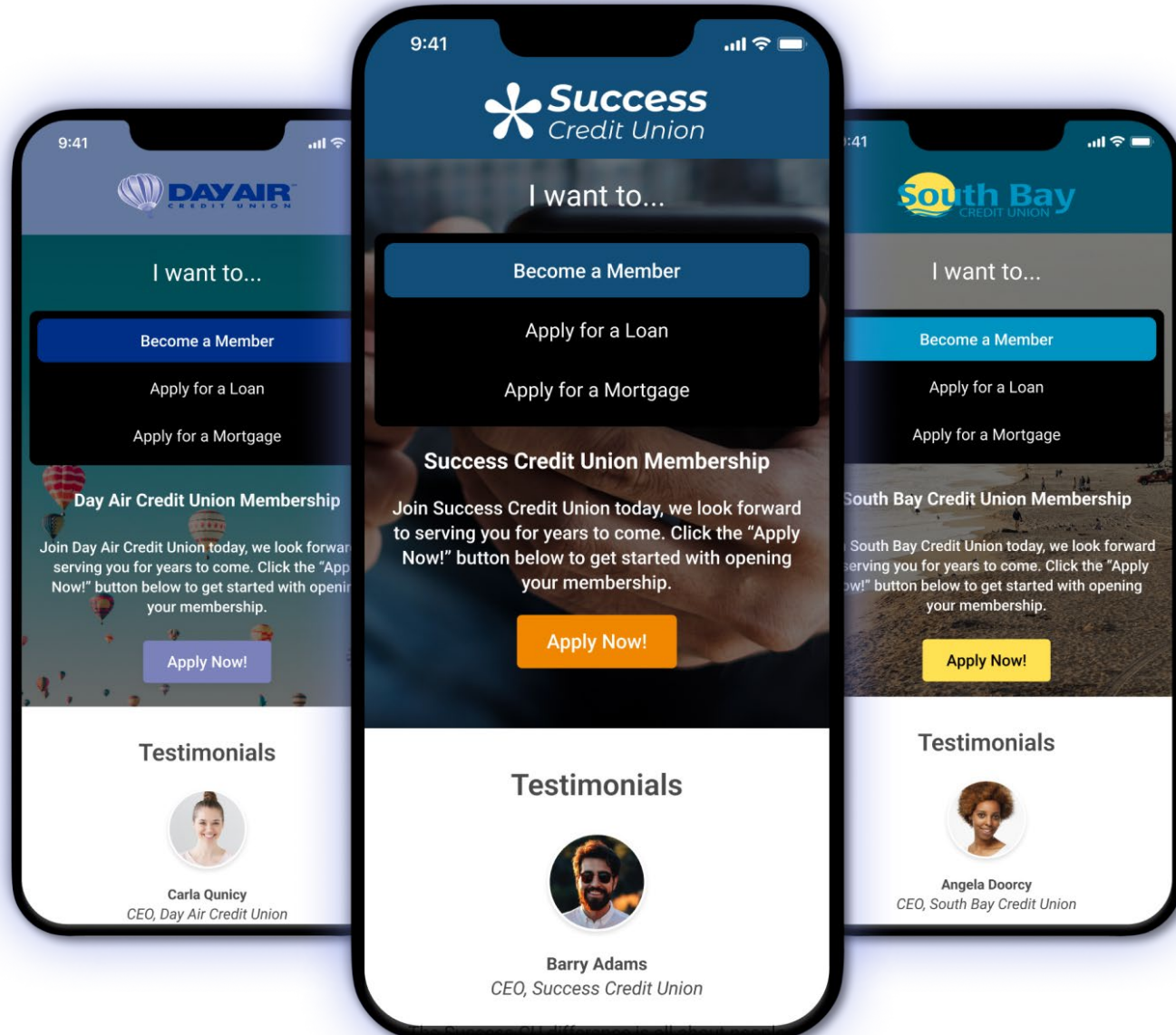
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MOP (Membership Opening Process)

What is MOP (Membership Opening Process)?

- **Member Verification**
- **Membership Creation**
- **Funding**
- **Online Banking Enrollment**
- **Customizable**

The Online Membership App Dilemma

Make it easier!
Make it shorter and faster!
Less work for the member!

Verify more!
Make them comply with my rules!
Less work for me!

An idea we're studying

What's your interest?

Who are you?

Set up your online access

Verify your license

Confirm your identity

Upload some docs

Sign up for eStatements

Choose a product bundle

Apply for a loan

Apply for a checking account

Consent to pull credit

eSign

Add a joint owner

Check eligibility

Make your first deposit

Tell us more about you

You're a member!

Thank you

Next time:
12.17.2024 at 3 pm ET

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