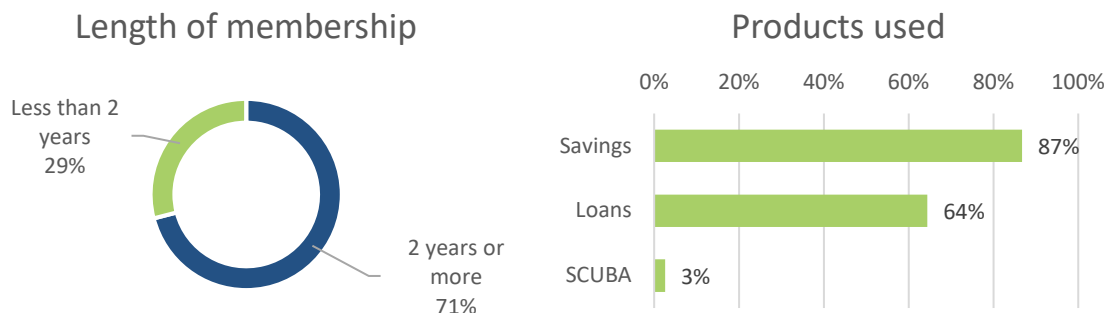


Member Survey 2024 Results

Who completed the survey?

Respondents were mainly **longer term members**, and slightly more **savers** than **borrowers**.

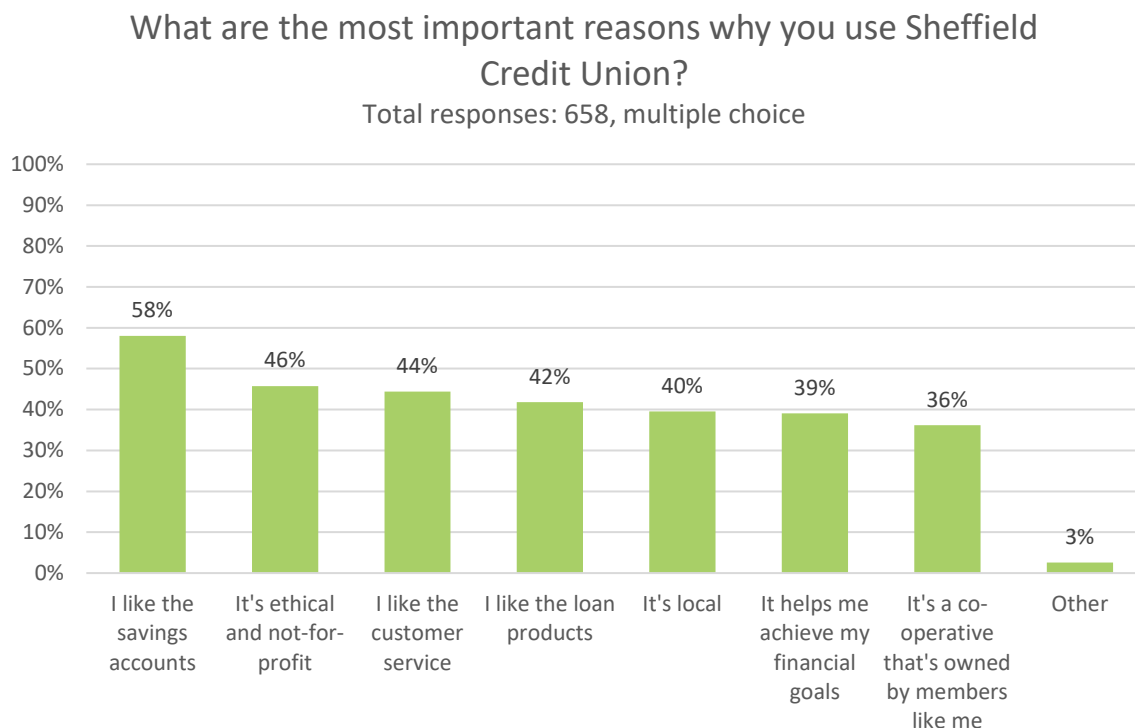
We **invited 5733 members** to participate, and received **658 responses**, which is a response rate of 11%. Of members who started the survey, **88% completed it**. Other credit unions have reported higher response rates when inviting members via their app, which will hopefully be an option for us in future years.



What do members think of Sheffield Credit Union?

Our overall **net promoter score** is **78**.

The most common reasons why respondents choose us are liking our **savings products**, because we are **ethical and not-for-profit**, and liking our **customer service**.



The majority of members feel that Sheffield Credit Union **helps them to achieve their financial goals**. Most members are **not aware of any local partnerships** which Sheffield Credit Union is involved in.

Does Sheffield Credit Union help you to achieve your financial goals?

Average score from all responses, scale of 1 to 5



Respondents who had heard about at least one partner program



We invited members to tell us what types of additional products and services, if any, they would like us to offer. The vast majority of members responded that they were happy with our current product range, but a small number did make additional suggestions.

Are there any other products or services / types of savings accounts you would like us to offer?

67 out of 658 members responded. Most common responses shown.



The inclusion of junior savers in these responses – which we already offer – suggests that it could be beneficial for us to promote these accounts more widely.

Members' views on savings products

87% of respondents said they use our savings products. Members are **very happy** with our **range of products** and **ease of use**, but are **less confident that they understand dividends** and **slightly less happy with the amount of dividend**.

Are you happy with the range of different types of savings accounts we offer?

Average score from all responses, scale of 1 to 5



Do you find it easy to pay into and withdraw from your savings?

Average score from all responses, scale of 1 to 5



Do you feel that you understand how savings dividends and interest work?

Average score from all responses, scale of 1 to 5



Do you think the dividend and interest we pay are fair?

Average score from all responses, scale of 1 to 5



Members' views on loan products

64% of respondents said they use our loan products. Members are **very happy** with the **application and signing process, fairness and clarity of lending decisions, and interest rates**. 168 respondents said they have had trouble repaying a loan, and they were **very happy** with our **credit control processes**.

Do you find it easy to apply and sign for loans?

Average score from all responses, scale of 1 to 5



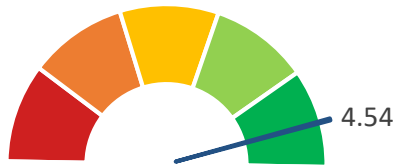
Do you think our loan decisions are fair and easy to understand?

Average score from all responses, scale of 1 to 5



Do you think the interest rate is fair and affordable?

Average score from all responses, scale of 1 to 5



If you have had trouble paying back your loan, were you happy with how we handled the situation?

Average score from all responses, scale of 1 to 5



Members were **very confident** that they **understand their loan terms**, although this conflicts with some staff feedback, and were **less confident** in their understanding of **how to get lower interest loans in future**.

Do you feel that you understand your loan terms?

Average score from all responses, scale of 1 to 5



Do you know how to get lower interest loans from us in future?

Average score from all responses, scale of 1 to 5



Members' views on SCUBAs

Only **17** members said they use a SCUBA, so these results are based on a small sample. Members **strongly agreed** that their SCUBA **helps with their money management**, and were **happy** with the **setup process** and **handling of missed bill payments**.

Do you find it easy to set up and manage your SCUBA bills?

Average score from all responses, scale of 1 to 5



If you have ever had a problem with paying a SCUBA bill, were you happy with the help we gave you?

Average score from all responses, scale of 1 to 5



Has your SCUBA made it easier for you to manage your money?

Average score from all responses, scale of 1 to 5



Joining experience of new members

New members said it was **very easy** to join Sheffield Credit Union and to **understand the welcome information**.

Did you find it easy to join?

Average score from all responses, scale of 1 to 5



Did you find the welcome information easy to understand?

Average score from all responses, scale of 1 to 5



Members' experiences of accessing support and information

Members are **very happy** with the ease of accessing **information and answers about their accounts**.

When you contact us, is it easy to get the information and answers you need?

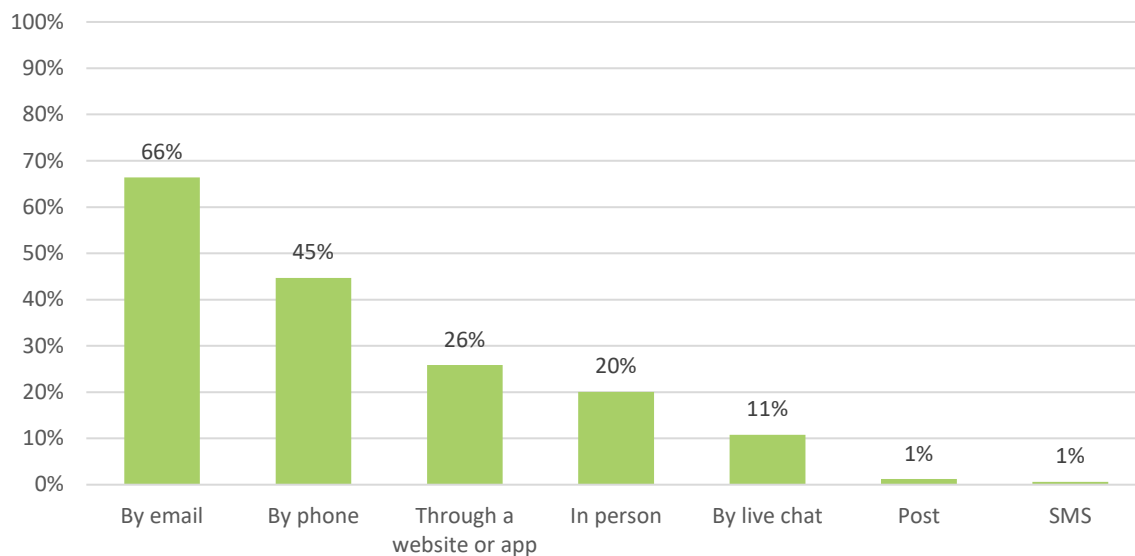
Average score from all responses (651), scale of 1 to 5



Members' most preferred method of communication is **email** followed by **phone**. Although this question did ask members to select the method they would like to use, even if it is not currently available, **app** and **live chat** were unpopular answers. It is likely that these responses will change if we are able to deploy convenient and reliable app-based communication.

How do you normally prefer to get information and ask questions about your account?

Total responses: 658, multiple choice



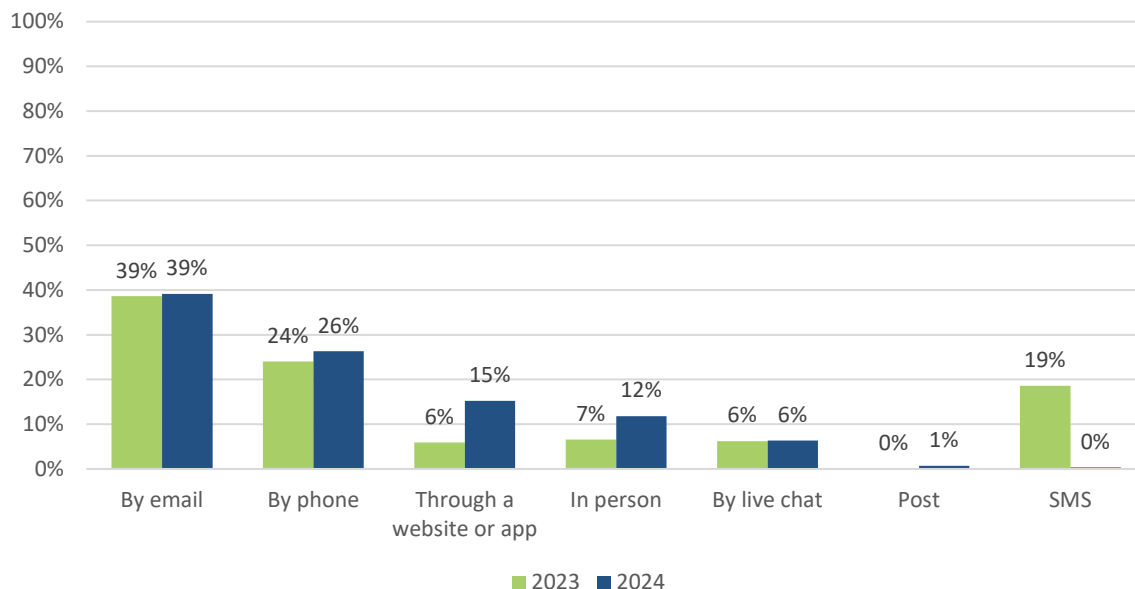
Changes since 2023

In 2023, we conducted a smaller member survey with 298 responses. The methodology of this survey was different, as were the questions, so direct comparisons are not always possible. Future surveys will be more closely modelled on the 2024 survey to enable more direct comparison.

The two most closely comparable results relate to preferred communication method and ease of joining. Preferred communication method is relatively unchanged, apart from an unexplained drop in the percentage of members who prefer to receive information by SMS since 2023. Ease of joining has stayed stable – the 2023 figure excludes members who joined by filling in a paper form, which may explain the slight difference.

Preferred communication method, 2023 vs 2024

2024: 658 responses, multiple choice. 2023: 298 responses, multiple choice.



Did you find it easy to join?

Average score from all responses,
scale of 1 to 5



In 2023, **92% of members said it was easy to get answers to their questions**, and **8% said it was difficult**. In 2024 members were given five, rather than two, options to choose from, but the responses were very similar overall.

In 2023, members were asked whether they would or would not **recommend us to a friend or family member. 95% said they would**. This is in line with our **2024 net promoter score of 78**, but a direct comparison is not possible due to the way that net promoter score is calculated.