## How Vancity Enhanced Its New Member Welcome Offers

We provided recommendations on the types of offers and features that resonate most with potential credit union members.

## **Objectives**

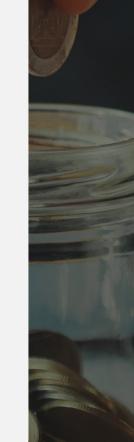
With the goal of acquiring new members, Vancity wanted to evaluate six new member offers to:

- 1. Understand their awareness and brand alignment among potential members
- 2. Establish the incentives/offers that are more appealing to new members and increase intent to open an account
- 3. Understand barriers among potential members

## Methodology

To help Vancity acquire new members, we:

- 1. Conducted an online survey among those who don't primarily bank with Vancity and are likely or neutral to consider opening an account or product with a new financial institution in the next 12 months
- Had survey respondents evaluate 3 out of 6 welcome offer concepts (5 new and 1 benchmark) in a sequential monadic concept test



## Outcome

We identified the types of incentives and offers that are most appealing to new members and will increase the likelihood of opening a new account, including those specific to certain demographics.

We also provided actionable recommendations on preferred incentives, requirements, and overall concepts.

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