

Credit union membership: 5 ways to appeal to a new generation



According to a report published in June 2020, [60 percent of credit union members' children](#) chose to bank at a different financial institution. That's bad news for credit unions; it means they haven't yet attracted new, younger members to stay sustainable and relevant in the future.

We've created a short guide on steps credit unions can take to appeal to Millennials and Gen Zers. Read on to learn what credit unions should do to reach this potential member base.

- 1.** Offer digital communications channels (social media messaging and video conferencing) so members don't have to come into the branch.
- 2.** Provide self-service options such as a chatbot, knowledge base, or a well-designed IVR menu that automates processes to make it easier for members to find the information they need.

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3. Make sure that members can still reach a human. Just because Millennials and Gen Zers prefer digital communications doesn't mean that human employees are obsolete. Sometimes, a human can handle a situation better than a robot can.
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4. Give employees the tools they need to help members. When a member calls the credit union, they don't want to be transferred several times between reps. They want answers. Look for a financial services communications platform that offers an internal directory with a presence indicator so employees know which internal experts are available to solve problems.
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5. [Personalize the experience.](#) With a financial services communications platform, you can set up a dedicated line for new members to get help with their account. Members will be transferred directly to a customer service representative who has access to their file, making the member experience faster and smoother.



Attract new credit union members with RingCentral's financial services communications platform

RingCentral's financial services communications platform offers flexible channels preferred by Millennials and Gen Zers as well as tools to empower employees to deliver better service. Integrations with systems of records provide the information employees need to help members.

To learn more, [get a demo](#).

Learn more about RingCentral for financial services at ringcentral.com/financial-services.

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