

## Raddon Subscription Plans

Research-backed, continuous improvement programs for data-minded institutions



Take the guesswork out of your strategic planning with scalable subscription plans. Through an ongoing series of member, employee and market surveys – coupled with 30 years of industry research – Raddon can deliver a comprehensive, custom performance review of your credit union. Get a benchmark; use it as a launch pad.

Raddon research and survey services help credit unions continually measure performance, adapt their strategies and grow. By objectively measuring performance year-over-year – not just when there's a crisis – Raddon-supported credit unions repeatedly outperform their peers.

### Experience Matters

Credit unions that commission Raddon annually achieve higher member profitability, member growth and loan growth. And, they're more efficient. Compared to nonparticipants, Raddon-supported credit unions:

- Are 94 percent more profitable
- Have 258 percent greater member growth
- Have 64 percent more loan growth
- Are 8 percent more efficient

Results are available right away, and data accumulate over time. In less than two years, participating credit unions improve profitability by 44 percent. Over a decade, their profitability increased by over 94 percent.

Throughout your subscription period, you'll have access to workshops, proprietary research reports, networking opportunities and industry experts. You'll receive at least eight research studies each year, plus access to webinars and expert analyses.

### Get Started

With three different subscription plans available, credit unions will find the option that's right for you:

### Raddon Advisor Edge

Understand the product use patterns of your households and the perception of your brand among your members to determine what steps you may need to take base on your strategic objectives.

Raddon Advisor Edge includes:

- A customized, in-depth analysis of member household performance, including product penetration and share-of-wallet metrics, to identify growth opportunities
- A survey of employee perceptions, satisfaction and engagement, summarized in a visual and actionable report that includes industry comparisons and factors that affect employee views
- Member experience surveys, covering everything from loyalty and satisfaction to expectations surrounding new channels and technologies



Raddon has been providing financial institutions with research-based solutions since 1983. Since we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

- A brand survey to learn how your credit union is perceived externally. If you need to expand geographically or acquire new members, you'll understand how nonmembers think and feel about your institution
- Raddon will share the results of your survey services in person and help outline your best next steps

### Raddon Advisor Leverage

Gain added understanding of the profitability of your members and create an action plan around your findings.

In addition to the Raddon Advisor Edge benefits, with Raddon Advisor Leverage you also receive:

- An extensive, custom performance and opportunity report, plus calculations of your potential earnings
- Benchmarks and peer comparisons to gauge your performance against national and peer group averages
- A comprehensive review of branch performance, including a Raddon "convenience score"
- Ideal market segments based on generational and demographic profiles of your members
- Two days of on-site findings reviews with expert Raddon consultants
- A full-day planning session with Raddon to develop an action plan, plus support from action plan coordinators and expert consultants

### Raddon Advisor Advantage

Add your Board to the strategic and action planning process to create a more engaged culture through training and education of your staff.

The most robust plan, in addition to the Raddon Advisor Leverage benefits, with Raddon Advisor Advantage you also receive:

- Two and a half days of on-site findings reviews with expert Raddon consultants, followed by a full-day planning session
- On-site training for your leadership team or staff, customized to meet the unique needs of your credit union

### Key Benefits

- Develop research-based strategies and tactics to improve performance
- Uncover tactical areas for immediate and long-term growth
- Continually measure and enhance member engagement
- Understand member attitudes, expectations and preferences, plus barriers to sales
- Discover, benchmark and improve employee satisfaction and engagement scores
- Uncover and prioritize training needs, cultural issues and obstacles to growth
- Optimize branch locations, operations and financial performance Uncover tactical areas for immediate and long-term growth
- Build high-potential market segments and campaign messaging
- Identify opportunities to optimize branch locations

### Connect With Us

For more information about Raddon subscription plans, please contact us at 800-827-3500 or visit [www.raddon.com](http://www.raddon.com).



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