

Excellence in Operations, Sales & Service Awards

EXCEL

2010 Excellence Award Winners



Olin Community CU - Bethalto, Illinois

Sales & Service Management winner for their implementation of organization wide training, a comprehensive products & services manual, new referral goals & incentives, coaching, system integration and a monthly newsletter. They saw positive results in 2009-2010 of Membership growth from 38,970 to 41,343; Increased Products per Household from 3.49 to 3.59; Share Growth 12.69% (Goal 9.84%); and Loan Growth 8.31% (Goal 7.38%). [See the Entry](#)

Red Canoe CU - Longview, Washington

Sales & Service Management winner. Red Canoe strived to have employees *live the culture*, rather than live in it. Some examples of creative implementation include Incentive Structures, Creative Follow-Up Training, Internal Campaigns, An Intranet-based Sales Blog for Managers and Staff, Quarterly Management “Segway” Meetings, and Staff Recognition Program. Goal progress included closed referral ratio is currently 20.54% - 205% of goal; brought in over \$7M in competitor buyouts – a direct result of employees asking questions and fulfilling needs they previously wouldn’t have explored before our culture shift; added loan protection on 59.61% of our consumer loans (40% is our goal) and 49% of our HELOC loans (25% is our goal). [See the Entry](#)

