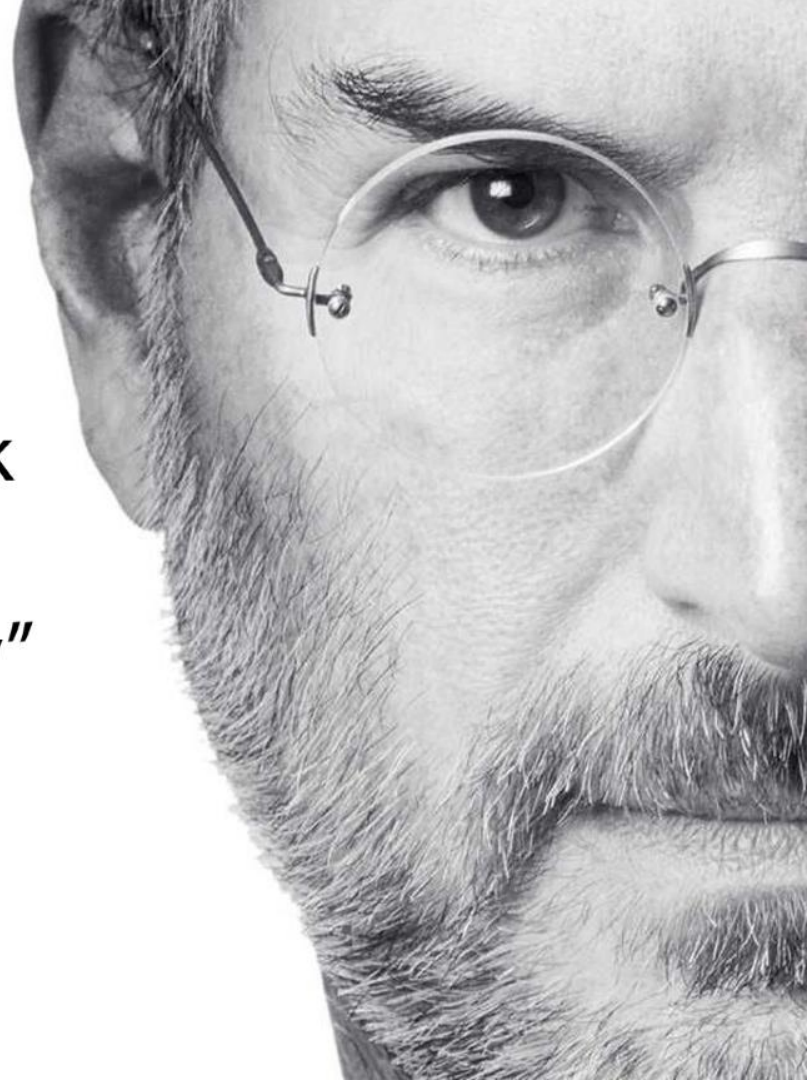




“You’ve got to start with the customer experience and work back to the technology . You can’t start with the technology”

-Steve Jobs-



Serving the Community of Fairfax County, VA, USA

- Population: 1,125,400
- 3rd Highest Median Household Income in the US



Our Mission: Creating valued relationships by helping build your financial future.

\$382MM

ASSETS

16M

MEMBERS

6

FULL SERVICE BRANCHES

49

AVERAGE MEMBER AGE



World Council
of Credit Unions



Irish League
of Credit Unions

Attraction



Engagement



Loyalty





Who
is
Your
Member?

Your
Unique
Value
Proposition

Ideal
Experience:
Key Interactions,
Every Touchpoint

Culture,
People,
Processes,
and
Workflows

Technology:
Integration,
Functionality,
Extensibility

CRM
at Every
Touchpoint

World Credit
Union Conference
17 - 20 JULY

BELFAST

Northern Ireland

2016



**World Council
of Credit Unions**



**Irish League
of Credit Unions**



Nicole L. Bowen, CUDE, NCCO

Vice President - Information Technology, Compliance, and Facilities
Fairfax County Federal Credit Union

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What are we building?



We are building
Authentic Value
in People and Community

Shawn Neumann

Board Chair - First West Credit Union
CEO - Domain7



Authentic Value from

Human Centred Purpose



Authentic Value from

Redefining Work & Teams



Authentic Value from
**Design
Thinking**



Authentic Value from **Agile Learning Loops**



Authentic Value from
**Being
Open
& Partnering**



Shawn Neumann

Board Chair - First West Credit Union
CEO Domain7

shawn@domain7.com

Twitter @snd7





Physical and Digital Channels: Make it a Seamless Experience

Mitchel Chilcott, CEO
North Peace Savings and Credit Union

MISSION: Helping Our Members Succeed In Life

Serving Northern British Columbia for over 75 years

- 5 Service Centres
- \$535 Million Asset Size
- 13,500 Members
- 97 Full Time Equivalent Staff
- 8 Interactive Teller Machines



Membership Demographics

- Average age in communities < 33
- Average age of Membership = 42
- Membership Growth > 5% year over year
- High ratio of Small Business Owners



Smart Service Centre

Networked Sales and Services Team

- In Branch
- Home Based
- Mobile

Supporting Technology

- Video Interface
- Interactive Teller Machines (ITMs)
- eSign



Smart Branch Concept

Face2Face Video Banking + Smart Office Suite + Branch Concierge

