



CREDIT UNION

*Be true to your money.™*

JANUARY - MARCH 2021

# Quarterly Newsletter

## Survey Says.....

Thank you to all of our members who took the time to answer our survey in early November. We have started reviewing your feedback and wanted to give you a first look at the topline results. As we spend the coming weeks analyzing the results you can expect to get updates about what we are doing in answer to your feedback in these quarterly newsletters.

### How You Feel About Rapport

We look at three measures to understand how members feel about us: overall satisfaction, Net Promoter score, and our service approach.

Overall, 57% of our members are satisfied with Rapport as a company they deal with. At first glance that may seem low, however, we focus our measurement on the percentage of members who selected the top two choices. Most of the time when companies discuss satisfaction, they combine very satisfied and satisfied. When we do that, our number increases to 85% and once again our satisfaction levels exceed the average of the major banks by 6% (JD Power, 2020).

We all know that when we like something, we tell our friends and family about it. We measure this by using the Net Promoter score which tells us the percentage of members who would recommend us to their friends and families, less the percentage that would not. This year our score increased to 34%.

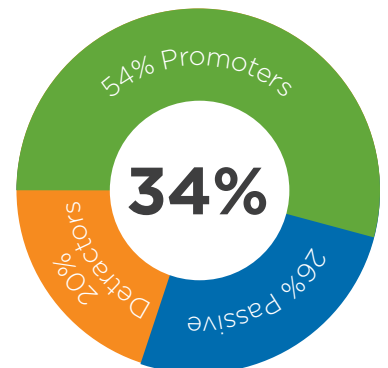
We are well ahead of the major banks whose average NPS in 2019 was 8% and Canadian credit unions whose average NPS was 25% (Ipsos, 2019).

Part of who we are is how we approach delivering financial products and services to our members. And once again our rating improved on this key measure with 64% of our members rating our service approach very highly. These three measures tell us that while we are doing well there is still room for us to improve. We will continue to strive to exceed our members' expectations as a financial institution.

### OVERALL SATISFACTION



### NET PROMOTER SCORE



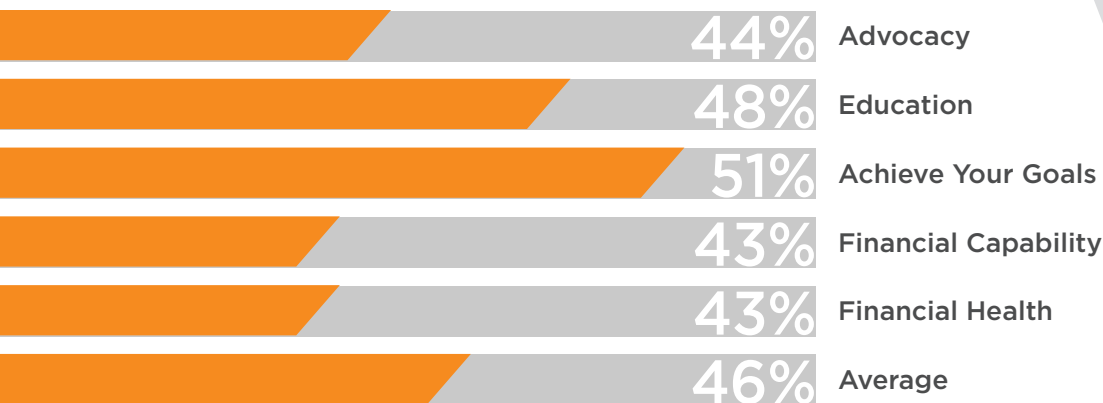
### Member Assistance

416.925.1107 | 1.888.516.6664 | [help@rapportcu.ca](mailto:help@rapportcu.ca) | [rapportcu.ca](http://rapportcu.ca)



## Measuring our Vision and Mission

Our vision and mission say what we are striving for and why we are in business. These statements focus on improving our member's financial wellness through improving on financial capability and health. Being capable means actively making good money management decisions. It is a combination of our knowledge, skills, attitudes towards money, and our sense of control. Financial health measures how we are doing in meeting our financial needs and obligations. Basically, it measures our financial state. It also means meeting longer-term financial goals. The following chart shows how well you think we are doing meeting our objectives.



While we do OK providing information to help you make decisions and work with you to help you achieve your goals, we are not doing nearly well enough acting as your financial advocate and helping you improve your financial wellness. While we have always acted in ways to support our mission, we need to be more focused and clear on meeting our objectives. Over the course of 2021 you will see us introduce these concepts on our website and will be hearing from us as we bring your financial wellness front and centre in everything we do.

## Technology at Rapport

Over the past few years, we have let you know about our focus on improving technology at Rapport. From updating our banking system, website, online banking and improving access to your accounts through mobile banking, and most recently allowing members to open memberships online, the past few years have seen lots of improvements. This year, for the first time in several years more than half of our members rated us as being a forward-looking and innovative financial institution (53%) and having current technologies to meet your needs (52%). But we are not stopping there. In 2021 members will be able to sign up to receive alerts and messages through online banking. By the end of 2021, we will launch additional payment methods and a new website.

Thank you again for providing your feedback that we will use to make Rapport a better financial institution for you, our members. Watch for updates in our quarterly newsletter on how we are actioning your feedback.

## VISION

Achieve healthy sustainable financial futures, together.

## MISSION

We are advocates for our members, providing exceptional personalized service through authentic conversations strengthening financial capability and health.

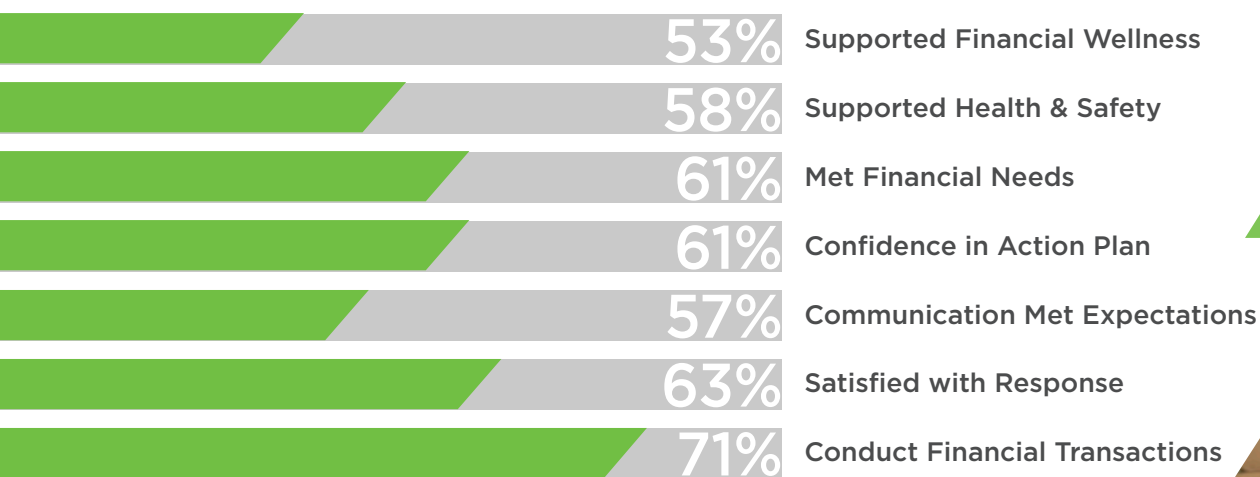




# Our Response to COVID-19

Since the beginning of the pandemic Rapport has been committed to ensuring the health of our members, both financially and physically. Financially, we have been offering mortgage and personal loan deferral options to our members and commercial lending deferrals to our business members. As our members' financial advocate, we take our members' financial health seriously and work with each member seeking assistance to help them make the best decisions given their financial situation. Physically, we have changed branch hours, limited the number of staff and members in our branches, and have followed the masking, social distancing and cleaning rules set out by the Provincial Health authorities. You can be confident that we will continue to make decisions in the best interests of our members, our employees and our communities.



This year we added a section in the survey to check in with our members to understand how we have done so far in meeting their needs since the beginning of the pandemic. The graph below shows the percentage of members who chose the top two choices on the scale from completely disagree to completely agree (0 - 10).



Overall, we have done well to date and are making a renewed commitment to support our members. We will continue to communicate through calls, newsletters, and when needed, mailings on the services we provide and how to make the best financial decisions during the pandemic. We are honoured to be your financial institution and acknowledge the trust you have put in us as we work together to get through this challenging time.

## REMINDERS

**2021 TFSA CONTRIBUTION LIMIT \$6,000**  
**RSP DEADLINE IS MARCH 1, 2021**



"Thank you for touching base and for sharing the vision of Rapport. It is so encouraging to know there are organizations like this to help Canadians during the pandemic. I am sending best wishes to all the Rapport staff across Ontario for good health."

- As told by a Rapport Member

# AGM Save the Date – Call for Nominations

## Annual General Meeting and Call for Nominations

Save the date! The Annual General Meeting will be held on Wednesday, April 21, 2021.

Are you interested in serving on the Rapport Credit Union Board of Directors? If so, visit [rapportcu.ca](http://rapportcu.ca) to download a nomination package. Email your completed entry to [NominatingCommittee@rapportcu.ca](mailto:NominatingCommittee@rapportcu.ca) or mail it to the address below before Tuesday, February 2, 2021.\*

### Nominating Committee

#### Rapport Credit Union

18 Grenville Street, Suite One, Toronto, ON M4Y 3B3

*\*Open only to Rapport Credit Union Members*

# Member Survey Draw

## Member Survey Draw Winners

Congratulations to the following members who won \$100!

- Joanne G - *North Bay*
- Helena B - *Campus Hill*
- Bonnie M - *James St*
- Maria F - *Grenville*
- John S - *Peterborough*



*Claudette  
Member since 1992.*

*Amazing stories.  
Well told.*

What does life on your terms mean to you?  
We'll help you get there. **Let's talk.**



[rapportcu.ca](http://rapportcu.ca)