

SITUATION:

Michigan First Credit Union has 400 employees across 18 locations in Michigan. Like many organizations, they were experiencing some turnover in critical areas. Their mission “to provide all credit union members with the highest quality member experience,” can be challenging for their team members as they work towards providing unique and personal solutions. Despite winning various awards such as Crain’s Coolest Places to Work, 101 Best and Brightest, etc., why were they experiencing turnover? They wanted to dig deeper and really understand how their team members were feeling and start measuring engagement.

KEY CHALLENGE

Historically, having only annual survey data to rely upon, leadership was unable to intervene immediately if employee issues were uncovered. By the time they found out, it was too late. They sought a method of continually monitoring team members and being able to react nimbly to any issues.



“We wanted to be able to provide tools and metrics to assist our leaders when talking to team members about morale and engagement.”

– Patty Jones, CHRO, Michigan First Credit Union

APPROACH:

After reviewing the **Employee Experience Monitor, powered by McLean & Company, an ASE partner**, they saw that it was just the tool they needed. It offers real time data that can be monitored as much or as little as desired, i.e. 30-day, 60-day, 90-day, etc. They liked that it is **one simple question** with the opportunity for team members to provide additional feedback.



“The Employee Experience Monitor allows us to intervene right away if something is going sideways.”

– Patty Jones, CHRO, Michigan First Credit Union

The entire process was divided into four phases.



The most critical of the four phases of implementation was team member communication. It is important to make sure team members understand why the tool is being implemented. It provides a real-time pulse on the organization, and if something goes awry, intervention can occur right away. On the other hand, when things are going really well, that can be communicated to leaders and team members as well.

PURPOSE

To provide real-time intervention for issues and provide recognition when things are going well.

RESULTS:

Real Time Data

The data provided by the Employee Experience Monitor pushes Michigan First Credit Union leaders to continually develop and grow; especially those leaders that struggle with having critical conversations with their team.

Michigan First Credit Union calls their team member experience their **"Series of First Impressions."** It's a way of reminding leadership how important each team member's experience is. They continue to look critically at each stage of their team member journey (pre-hire, interviewing, onboarding, ongoing training, and even exiting) when and as it occurs. Their goal is to give attention to each critical moment to ensure team members continue to have a great impression of the business and feel they are valued and respected. All of this in real-time.



"The main impact the Employee Experience Monitor has had on our organization is awareness. Leaders are now in-the-know, and team members know their managers care. Leaders now have metrics and data that give them the right tools to have constructive dialogue with their teams."

- Patty Jones, CHRO,
Michigan First Credit Union

"Everyone knows that a company's employees are its greatest asset. It is imperative to be connected with them on an ongoing basis. This tool gives our leaders the ability to do that and to catch and solve problems before they become bigger ones."

- Michael Poulos, President & CEO, Michigan First Credit Union

KEY BENEFITS

- Real Time Data
- Increased Awareness
- Leadership Development
- Employees Feel Heard
- Improved Manager/Employee Relationship

These benefits are key elements to improving the employee experience.