

BUILDING MEMBER LOYALTY THROUGH THE COOPERATIVE PRINCIPLES

COMFORT FOOD FOR THE
COOPERATIVE EMPLOYEE

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LETS AVOID DBPP! DEATH BY POWER POINT



THREE KEY POINTS

1. The Cooperative Principles are real and they matter!
2. Loyalty is a function of knowledge - internal/external
3. There are steps you can take to apply the Cooperative Principles to the Issues.

THE COOPERATIVE PRINCIPLES

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education Training and Information
6. Cooperation Among Cooperative
7. Concern for Community

LOYALTY

- Employees and Members can only be loyal to something they know.
- What do they know about you and your cooperative?
- What have you done for me lately?
- Are you relevant?

• How can we increase member satisfaction and loyalty?

DO YOU AGREE?

- * All members/employees want to feel valued, understood, and involved - but in different ways.
- * Individual members have individual needs - one size does not fit all.



HOW DO YOU DO THINGS AT YOUR COOPERATIVE?

“THAT’S THE WAY WE’VE
ALWAYS DONE IT!”



TRADITION

JUST BECAUSE YOU’VE ALWAYS DONE IT THAT WAY
DOESN’T MEAN IT’S NOT INCREDIBLY STUPID.

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COMPLACENCY

- * We can all fall into this trap.
- * At best it probably means a drop in member service.
- * At its worst it can put and employees and members in harms way!!

AVOIDING THE TRAP

- * Ask questions every day.
- * Shake up your teams.
- * Take a different route to work.
- * Learn one new thing about the cooperative business each week.
- * Set personal goals.

CUSTOMER SERVICE WITHIN THE COOPERATIVE



EXTRA INCH EXERCISE

- * Make a list of five simple things – low/no cost things – that folks from your work group could do to increase the service we provide the members.
- * Make a list of all the reasons we don't do them all the time.
- * Go do them all the time.

YOUR ROLE

- Where are you at with member service?
- What would be the toughest question a member could ask?
- A method to deal with the tough ones!



THANKS