



# SHELL EMPLOYEES' CREDIT UNION LIMITED

Huge results! Over 1,300 of you shared your opinions!



Huge results! Over 1,300 of you shared your opinions with us this summer by participating in our member opinion survey. Thank you for your sharing your ideas for the future with us.

The survey launched June 12 and closed on July 12. Members were notified about the survey through email notifications, automated phone message, personal emails and phone calls from staff, posters and postcards distributed at branches, on social media, through our website and e-newsletter, on the Royal Dutch Shell Intranet, and on the Oil Timers website.

The results have been presented to the Board and will help to inform the 2017/18 planning session so that a strong plan can be built to help ensure a successful future for the credit union.

Your responses about our services, name, membership, and future were encouraging. In summary, the results demonstrate four broadly supported, points of view:

- Affiliation with RDS was a main reason for joining SECU but is not a reason why members continue to bank with SECU – competitive rates, services, and products are consistently the reasons behind member loyalty
- While members remain split on the importance of changing the name their decision to remain with the credit union after a name change would not be affected
- An overwhelming majority of members understand the need for opening membership to enable growth for a successful future
- Maintaining exclusive affiliation with Royal Dutch Shell (RDS) is unimportant to a large majority of members when considering the changing economy in Alberta

The survey results reflect a strong mandate for strengthening SECU's growth potential by updating its brand and opening up membership to a broader pool of Albertans, specifically those that are part of the energy industry.

Before the Board's 2017/18 planning session we will embark on a series of focus groups to better understand and explore the opinions shared in the survey. We are committed to keeping this dialogue about our future open; do not hesitate to contact us with your ideas. Final decisions on our direction forward require a member-wide vote.

We are committed to ensuring we make the right decision to enable growth for all members.

Thank you!



All members who completed the member opinion survey were entered into a draw for a \$500 gift card to Safeway. We were so thrilled for our longtime member, Dave Cryer, for winning!

Thank you again to all participants. We value your ideas and opinions. Looking forward to moving forward with all of you.