

# Cooperative Credit Union Association

Massachusetts • New Hampshire • Rhode Island

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*Creating Cooperative Power*

## NEWS

### **For Immediate Release**

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### **Cooperative Credit Union Association Taps HappyOrNot Smileys for Website**

Marlborough, Mass. — The Cooperative Credit Union Association (CCUA) is designing a new website with all the latest bells and whistles to better serve its Delaware, Massachusetts, New Hampshire, and Rhode Island credit union contingency. As part of the initiative, CCUA recently implemented HappyOrNot’s “Web Panel Smileys” on several of its current web pages to enable clients to rate their satisfaction level and offer feedback useful to the new website.

Within the first few weeks following implementation of the Smileys, several surprising areas for improvement were revealed regarding CCUA’s overall website, its careers page and its *Daily CU Scan* news bulletin.

The HappyOrNot Web Panel Smileys enable users to vote on specific questions and to elaborate by submitting specific comments. Every morning, several key CCUA employees receive emails containing the previous day’s results expressed in highly graphical reports, as well as user comments/suggestions.

“As more and more of our credit union clients use our website to obtain information and conduct transactions, it is imperative that our association be a leader in web appearance, clarity, efficiency, and performance” said Walter Laskos, SVP, strategic communications, at CCUA. “The Web Panel Smileys essentially turn our entire client base into a giant volume test team for us.”

The Web Panel Smileys complement HappyOrNot's member satisfaction terminals that the Cooperative Credit Union Association has used at its conferences for the past three years to measure the effectiveness of speakers, agenda and vendor exhibit areas. CCUA also uses HappyOrNot kiosks to measure the effectiveness of regional training sessions that it frequently conducts throughout the four states it serves.

"The Web team for nearly all of our credit unions and CU association customers consists of one employee that serves as a web coordinator, an outside web development company that does most of the heavy lifting and one or more third-party service providers for things like mortgage rate quotes and processing," said Ed Gundrum, CEO of DoublePort LLC, HappyOrNot's partner specializing in the financial sector. "So you have three diverse entities converging with the goal of creating a seamless and transparent web offering for the credit union/CU association. System testing is a brief exercise and volume testing is non-existent. The HappyOrNot Web Panel Smileys enable the entire user base to participate in an ongoing review."

### **About the Cooperative Credit Union Association**

The Cooperative Credit Union Association, headquartered in Marlborough, Mass., promotes the interests of nearly 200 member credit unions throughout Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA is, first and foremost, an advocate for its members before Congress and state legislatures, regulatory bodies and the public. In addition, it provides an array of services, including educational programs, workshops and conferences; a daily e-briefing on all the latest news and issues facing credit unions; and, through its CU Connect program—a select group of service providers—and a number of system partners, works to advance the availability of their quality products and services to its members. For more information, visit [ccua.org](http://ccua.org).

### **About HappyOrNot®**

HappyOrNot® is the global leader in instant customer and employee satisfaction reporting. Our innovative feedback collecting smileys and intelligent data analytics reporting service help our clients to improve their customer experience, relationships, and employee engagement. We serve nearly 4,000 companies across 117 countries and have collected and reported on over a half billion feedbacks. For more information, visit [www.happy-or-not.com](http://www.happy-or-not.com).

### **About DoublePort LLC**

DoublePort LLC is a global business development, reseller and integrator of hi-tech products and solutions. The company specializes in wireless, telco, and media and entertainment verticals. For more information please visit [www.doubleport.com](http://www.doubleport.com).

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