



 decisionwise

**WESTconsin**  
CREDIT UNION

## Capitalizing on Engagement

The WESTconsin Credit Union Success Story



*WEST*consin Credit Union is a prominent financial institution based in Wisconsin. The credit union strongly emphasizes personalized service and a small-town feel, rooted in its agricultural heritage. Seeking to enhance employee engagement, *WEST*consin embarked on a journey to find a new vendor for their engagement surveys. This case study explores their experience with DecisionWise and the positive outcomes they achieved.

## Background

*WEST*consin Credit Union operates exclusively in Wisconsin, with 14 offices across the state. With approximately 430 employees and \$2 billion in assets, the credit union occupies a significant position within the credit union industry. Starting as a farmers' cooperative credit union, *WEST*consin Credit Union has expanded its reach while maintaining its commitment to personalized member experiences.

## Seeking a New Partner

*WEST*consin's desire to conduct engagement surveys stemmed from their recognition of the importance of employee satisfaction and overall engagement. Having outgrown its previous vendor, *WEST*consin sought a new partner that could provide relevant, impactful resources for its leaders and deliver a seamless survey experience.



### About *WEST*consin Credit Union

<https://www.westconsincu.org>

### Industry

Financial

### Offices

Several locations in Wisconsin

### Team Members

400+

### Solutions Used

Employee Engagement Survey

## Choosing DecisionWise

WESTconsin Credit Union discovered DecisionWise through referrals from other HR professionals within the credit union industry. Intrigued by the vendor's reputation and range of resources, WESTconsin engaged in initial calls, received references, and conducted a demo. The credit union's HR team was impressed by DecisionWise's up-to-date resources and diverse modes of communication, enabling leaders to learn at their own pace.

## A Seamless Partnership

From the onset, WESTconsin found the experience with DecisionWise to be very exceptional. The project manager and consultant ensured a smooth process from start to finish. The credit union appreciated DecisionWise's responsiveness, attention to detail, and ability to address their specific needs.



**“The follow through was impeccable. They didn't bat an eye with all of our requests and demands.”**

–Jill Mangus, Talent Services Partner, WESTconsin

The engagement survey itself received rave reviews from employees, who found the questions easy to understand and the survey impactful. WESTconsin was also impressed with the speed of the results compared to previous vendors. Within three days of the survey's closure, WESTconsin Credit Union received a concise summary of their results, showcasing an **impressive 91% favorability rating**.

## Impactful Results

The outcomes of WESTconsin Credit Union's engagement survey surpassed expectations. Notably, the survey revealed that 98% of employees were confident in the credit union's future, 97% were proud to work there, and 96% would recommend WESTconsin Credit Union as a great place to work.

**98%**

of employees are confident in WESTconsin's future.

**97%**

of employees are proud to work at WESTconsin.

**96%**

of employees think WESTconsin is a great place to work.

These statistics positioned WESTconsin Credit Union within the top 10% of DecisionWise's global benchmark numbers and credit union benchmark numbers. The credit union's corporate culture received high praise, with employees ranking the organization as a whole above individual team members, highlighting the exceptional workplace environment fostered by WESTconsin Credit Union.

## Future Plans

Thrilled with their experience, *WESTconsin* Credit Union plans to continue working with DecisionWise for their engagement surveys in the coming years. The credit union also intends to leverage DecisionWise's additional services, such as the MAGIC training, to further enhance its employee engagement initiatives.

Mangus said of their survey experience, *"From start to finish, it was just easy, impactful, and we're excited for next year."*

## Conclusion

*WESTconsin* Credit Union's collaboration with DecisionWise proved instrumental in transforming its employee engagement efforts. It successfully conducted an impactful engagement survey by choosing a vendor that aligned with their values and offered valuable resources. The overwhelmingly positive results, combined with DecisionWise's attentive support and comprehensive reporting, confirmed that *WESTconsin* made the right choice.

This case study exemplifies how choosing the right partner and a commitment to employee engagement drove organizational success, fostered a positive work environment, and ultimately strengthened *WESTconsin* Credit Union's position as a trusted financial institution within the communities it serves.

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