



# HSSCU – Satisfaction Case Study



Health Services Staffs  
Credit Union

## Project Background – Members Satisfaction

The purpose of the research carried out for the Health Services Staff's Credit Union was to obtain feedback on services, payments and loans, online services, and future initiatives. Quantitative research was used to reach a wide audience while giving a broad assessment of the overall research objective. The Focus Groups conducted were based on trends emerging from the quantitative research and allowed us to delve deeper into various trends and uncover deeper insights. A specific branch analysis was also conducted for the Credit Unions outside Dublin. Recommendations were provided based on the combined results from quant and qual research and highlighted the key areas and services that needed further development.

## iReach Methodology

Research was conducted via 3 methods: Online, In-Branch and Focus Groups. The online survey was completed by members of the HSSCU through the use of a site intercept technology which generated a response rate of over 6000 people. Focus Groups were conducted in Dublin, Cork, Galway and Tullamore. The overall research objective was to investigate the satisfaction and awareness of the services the HSS Credit Union has on offer, identify communication habits of the members, understand online behaviours and look into different future initiatives the members are interested in.



## iReach Insights

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iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adults consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

iReach Insights, Temple Hall,  
Temple Road, Blackrock,  
Co. Dublin.

[www.ireachhq.com](http://www.ireachhq.com)

Telephone +353-1-214 3740 Email [info@ireachhq.com](mailto:info@ireachhq.com)



Monthly Omnibus



Online & CATI



Focus Groups & IDIs



Communities