



# TruStone Financial: How Member Insights Drove Growth and Excellence

**TruStone Financial is a credit union with \$5.3 billion in assets and 23 branches across Minnesota and Wisconsin with a mission of helping members achieve lifelong financial well-being. Guided by values like integrity, collaboration, simplicity, and continuous improvement, TruStone’s team works daily to create exceptional financial experiences.**

For TruStone, strong member value is the key to growth. They believe that members who feel valued, connected, and understood will stay loyal and deepen their relationship. That loyalty has fueled TruStone’s extraordinary financial performance, growing membership and assets at rates far exceeding industry averages.

TruStone partnered with Customer Service Profiles (CSP) in 2009 to make member feedback a driving force behind their success. Over the past 15 years, this collaboration has empowered TruStone to better understand member needs, align its strategy, and build a culture of service excellence. The result: Remarkable growth that proves building strong member value, with a foundation of member feedback, is a primary pathway to organizational success.

## THE CHALLENGE:

### Building Growth Through Strong Member Value

TruStone set out with a clear challenge: to build deeper member loyalty and use it as a foundation for growth. They knew that delivering great service alone wouldn’t be enough. The credit union needed to truly understand its members—what they valued most, where they faced pain points, and how their expectations were evolving.

At the same time, TruStone faced the complexities of rapid growth. Their assets and membership were expanding, requiring a scalable, data-driven approach to maintain high service standards and continue building member value.

## ABOUT CSP

CSP specializes in helping organizations unlock the power of feedback to drive measurable growth. Trusted by thousands of organizations nationwide, CSP offers the tools, expertise, and collaborative support needed to turn insights into action.

**For TruStone, CSP has been instrumental in aligning member engagement with actionable strategies that drive performance and growth.**

**Marty Kelly, TruStone’s EVP/Chief Marketing Officer, shared:**

*“We’re perpetually doing great things for our members, but distilling those actions into simple marketing messages can be a challenge. After all, it’s noisy out there. The CSP Relationship Index Study – in conjunction with other measures – helped us to identify what resonates most with our target segments. Knowing that is powerful in the optimization of our brand.”*



## THE SOLUTION:

# Using CSP's Insights to Strengthen Member Connections and Drive Growth

TruStone relied on CSP's expertise to put member feedback at the center of its operations. Together, they implemented two key programs to gather actionable insights:

- ✓ **Transaction-Based Member Experience Program**  
Tracks member interactions across all channels, providing real-time insights into service quality and opportunities for improvement.
- ✓ **Annual CSP Member Relationship Index Study**  
An in-depth survey that identifies the key drivers of member satisfaction and loyalty. Using a demographically aligned sample, CSP and TruStone ensure the feedback represents the full spectrum of its member base.

With these tools, TruStone gained a clear understanding of its members' needs and expectations, enabling them to make strategic decisions that strengthened member relationships and fueled growth.

## How Insights Fueled Growth

CSP's data didn't just inform; it transformed. TruStone used these insights to make member value the foundation for its growth strategy:

1. **Focusing on What Matters Most:**  
Member feedback helped TruStone prioritize the areas that had the biggest impact on satisfaction and loyalty. This included streamlining digital services, improving in-branch experiences, and introducing new products tailored to member needs.
2. **Refining the Brand for Deeper Connections:**  
Using CSP's data, TruStone crafted brand messaging that resonated with different member personas, creating an emotional connection that drove higher adoption of products and services.
3. **Scaling with Consistency:**  
As TruStone expanded, CSP's insights ensured that service standards remained consistent across all branches, building trust and loyalty even in new markets.
4. **Empowering Staff to Deliver Excellence:**  
CSP's insights informed personalized coaching and set clear expectations for member interactions, equipping employees to provide exceptional service every day.
5. **Recognizing and Rewarding Excellence:**  
The KeyStone Club, TruStone's employee recognition program, rewards staff and branches for outstanding performance based on CSP metrics. This incentivized a member-first culture while driving tangible results.

“Listening to members is a cornerstone of our value proposition. But we also need to respond, and quickly, particularly if an experience doesn’t meet a member’s satisfaction. Transactional surveys through CSP’s Voice of the Member program allow us to immediately react, often turning a negative (or neutral) into a positive.”

—Steve Steen, TruStone EVP/Chief Retail Officer

## THE RESULTS:

### Growth Powered by Strong Member Value

TruStone’s ability to leverage CSP’s insights and focus on member value has driven extraordinary growth, fueled by both strategic mergers and a steadfast commitment to delivering exceptional experiences.

#### ✓ Membership Growth:

TruStone’s membership has grown from 56,527 members in 2010 to 215,860 members in 2024, an increase of 382%. This growth reflects the combined impact of M&A activities and enhanced member loyalty driven by their focus on CX.

#### ✓ Asset Growth:

TruStone’s assets surged from \$643 million in 2010 to \$5.33 billion in 2024, an increase of 829%.

#### ✓ Retention and Engagement:

TruStone has strengthened loyalty by prioritizing member needs, with members increasingly using TruStone as their primary financial institution.

#### ✓ National Recognition:

TruStone was named one of America’s Best Credit Unions by Newsweek in 2024 and will receive the honor again in 2025, marking its second consecutive year on the list. TruStone is also ranked in the top 1% of best-performing credit unions nationwide.

### Growth Through CX

At its core, TruStone’s growth story is about more than just numbers. The credit union has created a culture of accountability and continuous improvement by focusing on building strong member value. Every initiative, from refining digital services to empowering staff, reflects their belief that exceptional member experiences are the foundation of financial success.

This growth—both organic and through strategic mergers—highlights how a commitment to member value, supported by actionable insights from CSP, can position an organization for sustained success.

## CONCLUSION

TruStone Financial’s partnership with CSP highlights how building strong member value can be a primary pathway to growth. Through CSP’s insights, TruStone has aligned its mission of member engagement with strategic actions that drive performance.

Over the past 15 years, this approach has transformed TruStone into a high-performing, nationally recognized credit union. By turning member feedback into action, TruStone has shown that excellent customer experience (CX) doesn’t just improve satisfaction—it powers growth.

To learn more, contact [sales@csp.com](mailto:sales@csp.com)