

## CASE STUDY:

# Enterprise Credit Union



### Can you tell us a bit more about Enterprise Credit Union?

We're one of the largest credit unions in the North West, supporting thousands of people across Merseyside with ethical, affordable financial services. Our reputation is built on trust and community, and our members are at the heart of everything we do. We're proud to be a financial partner people can rely on, and we're always looking for new ways to show the difference our values make in the wider financial services sector.

### What challenge were you looking to address?

As we've grown, we've wanted to make sure we stand out in what's a very competitive financial services market and demonstrate the real impact we have on our members. Word of mouth amongst our members has always been strong, but we also wanted independent recognition, a way to gather trusted feedback and benchmark ourselves against others in the sector.

**"Winning two awards has been an incredible achievement for us, but we also see the nominations we didn't win as just as valuable, they've given us a boost to listen even more closely to our members and keep improving where it matters most."**

### How did Smart Money People help?

Smart Money People has given us a platform dedicated specifically for financial services, which made it a perfect fit. It's given us the chance to be recognised nationally through the Consumer credit awards, and provided accreditation badges, which are a trusted way to help us showcase our members' voices. On top of that, the platform gives us valuable sector-specific insight, so we can see how we compare and keep learning from member feedback.

### What were the results of using the platform?

The results have been fantastic. We were so proud to be nominated across multiple categories at the 2025 Consumer credit awards and were thrilled to win two awards, all driven entirely by our members' reviews. The Smart Money People badges are now featured across our communications, helping



#### Name:

Sam Brown

**Marketing and Communications Officer**

#### Website:

[www.enterprisecreditunion.org](http://www.enterprisecreditunion.org)

us build confidence and trust with both existing members and potential new ones.

Our members have been so generous in sharing their feedback, celebrating what we do well and offering suggestions for improvement. The feedback process itself has been smooth and straightforward, with members finding the platform easy to access and navigate, making it simple for their voices to be heard. While we are proud of our two award wins, the nominations in other categories have provided a valuable benchmark and a clear focus for areas where we can continue to improve.

### What impact has this had on your company?

Working with Smart Money People has given us recognition and validation that means so much because it comes directly from our members. The 2025 award wins have been a highlight, and the badges add credibility to everything we do, from marketing to member engagement.

At the heart of ECU are its members. Their feedback guides decisions, shapes services, and ensures we stay true to our mission. Smart Money People has given our members a national platform to be heard, and our credit union a way to celebrate and act on that insight.

### And finally, what does the future look like for ECU and Smart Money People?

Looking ahead, we see Smart Money People as a valuable ongoing partner, helping to continue celebrating member voices, tracking performance, and ensuring ECU remains focused on what matters most.



**Enterprise  
Credit Union**



Get in touch:

[sales@smartmoneypeople.com](mailto:sales@smartmoneypeople.com)