



*A closer look into the day and life of a CCCU Member Service Representative: **Mindy Dial***

We spent some time with one of our long-time MSRs, Mindy Dial, to find out exactly why she enjoys working at Coastal Community Credit Union (CCCU) and to give you some insight into her professional responsibilities. Take a quick peak into Mindy's everyday life and let us know if you're interested in applying to become a part of our team.

How long have you been with Coastal Community and why did you choose to work here?



I met someone who talked about how much she enjoyed working at Coastal Community and pushed me to apply. This year will be my eight-year anniversary with CCCU.

What do you love about your job?

I love that my job is all about helping people reach their financial goals and not driven by commissions. This allows me to have meaningful conversations with the people coming in. We see some of the same members all the time and they end up feeling like our neighbors and friends.

What are some of your favourite things about working with CCCU?

There are so many different opportunities within CCCU and many people who are excited to help you get to your career goal. This might entail taking courses, which are offered right online at Coastal Community.

I really appreciate that CCCU understands individuality. Everyone has a different learning style and as an employee, I'm encouraged to use my own voice in a way that makes me feel comfortable. I've also made some wonderful friendships with some of the people I work with.

What is your most memorable moment at CCCU?

There's so many to choose from. A few years ago, I was changing locations and one of my co-workers wrote and sang a song about me, while playing the ukulele. That was definitely memorable!

I also had the opportunity to be in one of the RRSP commercials, which was exciting!



What are some of your favourite things to do in Nanaimo?

I really enjoy walking around Westwood Lake and along the waterfront harbour. They are both beautiful places to walk and take in the scenery of our gorgeous island. I'm also excited to have more bonfires and BBQs with close friends and families now that the weather is getting warmer.



How do you help members?

I help members by really listening to them and asking them a few questions to make sure I understand what they're telling me. I make sure to follow through with what I've told them. For example, if I tell them I'll call them later with more information, I make sure that I call them and give them an update, so that they know I'm working on it and they're important to me.

Do you have a story of how you specifically helped a member improve their financial health?

I have 2 specific stories that come to mind.

A member once came in to open up an RRSP. We started talking and she mentioned that she needed to work on her credit because she was going through a separation. She and her kids downsized and she wanted to buy a house in the future. I introduced her to one of our lenders and they started to build a realistic plan to make this dream into a reality. We also opened up a [One Grand Plan](#), which is a way to save for a down payment of a home. There's also the added benefit of CCCU offering a bonus of \$1,000.

Another time, I was helping a member with her husband's estate. During this difficult time, I could tell she was overwhelmed. She ended up receiving a large allowance from her late husband's pension and wanted my advice. I explained I wanted her to make the best decision and suggested a Private Wealth advisor from our Private Wealth Group because they offer other products and services. If she was not interested in any of those, she could always come back to me and see what works for her. It ended up being a great match and she let us know that she appreciated how helpful, caring our staff was.

What are some of your hobbies outside of work?

I've recently started playing pool (billiards). I'm terrible at it right now, but it is fun learning something new!

Do you have any tips for MSR applicants?

I would suggest highlighting your past experiences with customer service and being in leadership roles.