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Service Productivity in U.S. Credit Unions

Chapter

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The Service Productivity and Quality Challenge

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small import. The financial condition of credit unions is monitored by the industry's main regulatory body, the National Credit Union Administration (NCUA). The NCUA uses as its criteria various financial ratios, and has the objective of ensuring the financial safety and soundness of the industry. The industry's trade association, the Credit Union National Association (CUNA), is currently seeking a way of monitoring the industry's performance on a different set of criteria: the ability of credit unions to provide their membership with a range of services that is of sufficient quantity and quality to ensure the continued competitive viability of the industry. Thus while NCUA's orientation is toward financial soundness, CUNA's orientation is toward service provision.

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Keywords

<u>Data Envelopment Analysis</u> <u>Credit Union</u> <u>Service Productivity</u> <u>Operating Expense</u>

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These keywords were added by machine and not by the authors. This process is experimental and the keywords may be updated as the learning algorithm improves.

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