

# ASIAN CREDIT UNION FORUM 2024 *Bali, Indonesia*

*Rooted Resilience: Bridging Gaps for Sustainable  
Future for Asian Credit Unions*

## **Bridging Generational Gaps: Strategies for Serving and Engaging Members of All Ages**

**Breakout Session 1-2, Negara**

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ORGANIZER



HOST





# BRIDGING GENERATIONAL GAPS

Strategies for Serving and Engaging Members of all Ages

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ASIAN CREDIT UNION FORUM 2024 – BALI INDONESIA – Gillian George, Chair Australian Mutual Foundation



# Generation Gap

A generation gap or generational gap is a difference of opinions and outlooks between one generation and another. These differences may relate to beliefs, politics, language, work demographics and values.

The difference between generations can cause misunderstandings.

However, it is possible for generations to overcome their differences and maintain functional and effective relationships.

Throughout history, each generation has carved its identity, refining the spirit of its time into distinctive representations.



# Distinguishing Generation Gaps

The generation Gap has created a parallel gap in language that can be difficult to communicate.

- At home
- In the workplace
- Technology
- Society

## Generation age ranges





# Tailored Marketing

It's essential that companies have a good understanding of their market.

Start by appreciating the diverse needs and challenges faced by people in your community. Consider factors like Age, Gender, Demographics, online behaviour, Interests.

Customer preferences, pain points

Social media – specific demographics use different apps.

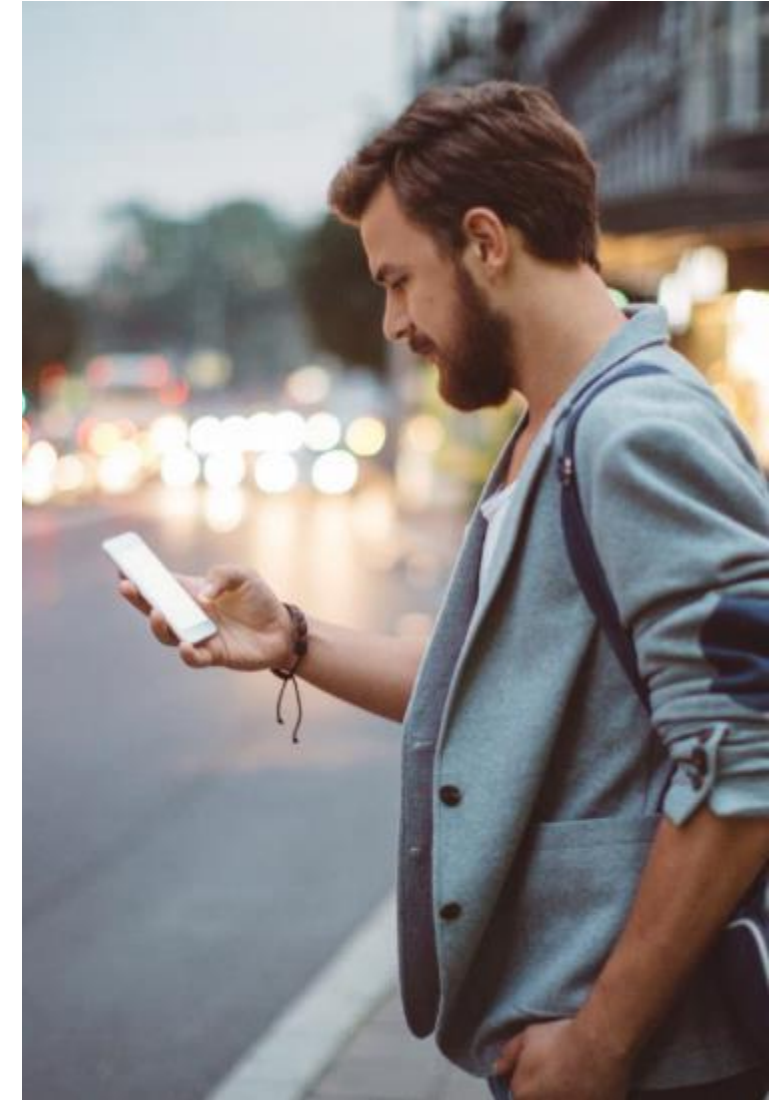
Gaps in the existing market offerings.

Tailored marketing – Your brands target audience, make sure your marketing is reaching the people it's supposed to be reaching

Member engagement strategy involves several key steps to ensure your members feel valued and connected to your organisation.



Today's members are in the driver's seat. They decide when, where and how they will engage with your co-operative.



# Customer Centric

Customer centric focuses on creating positive experiences for the customer through the full set of products and services that your cooperative offers.

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Doing business that places the customers at the center of every decision.

Anticipating customer wants, needs and preferences, and getting it right.

It is a business strategy that requires more than just what customers are looking for.



Client Centric



Customer - Focused



Client focused



Customer - Oriented



Customer based



Service Oriented



Goodwill



Customer Satisfaction

# PRESENTERS

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# What's Next?

- If the generation gap refers to the rift that separates the beliefs and behaviors of members of different generations, which can manifest in varying preferences between younger and older generations.
- Then co-operatives need to find way to balance the needs of individuals, we must be aware of the changing demographics of their client base.
- There are ways we can bridge the gap in the workplace, we can encourage multigenerational teamwork. By incorporating many communications channels that work for all individuals.

[https://youtu.be/2WWPAUTYtt8?si=iD-NA\\_gbHriSAesL](https://youtu.be/2WWPAUTYtt8?si=iD-NA_gbHriSAesL)

