



In my role, I have learned that connecting our members to GreenPath does not always have to happen in a reactive mode when our members are in need of financial counseling and assistance. I am working with my peers to help them recognize that GreenPath can be integrated into our service stream at the beginning of our relationship; we should proactively inform our members that GreenPath is available to them as a partner before a financial crisis occurs.

— Manager, Membership Organization

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Source: Manager, Membership Organization



Validated

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