

LoanEngine™ Creates “Marketing Rock Stars” at Hawaii State Federal Credit Union

Challenge

Hawaii State Federal Credit Union sought an innovative, turnkey solution to address three challenges: improving response to its traditional single product loan marketing campaigns; creating efficiencies in campaign planning for its marketing staff and optimizing online and mobile channels. The credit union felt it was missing prime opportunities by running single-product campaigns that may or may not be addressing members’ immediate loan needs.

Solution

Hawaii State FCU’s long history with Harland Clarke’s check program and previous positive experiences with their data-driven solutions were key factors in the credit union’s decision to enlist them. It was because of Harland Clarke’s keen focus on listening to the credit union’s needs and business goals that Hawaii State FCU knew it wanted to work with the team again. “Harland Clarke is truly an extension of our internal stakeholders,” said Allison Maertens, Hawaii State FCU Vice President of Marketing. “They are as invested in our success as we are.”

\$14.5 million
in booked loans
in 180 days

886%
ROMI

\$61
Cost per Booked Loan

80%
conversion rate

Hawaii State FCU chose LoanEngine, which delivers multi-product, recurring prescreened offers for auto, credit card, personal and other consumer loans. LoanEngine allows Hawaii State FCU to send members multiple personalized and preselected offers through direct mail and email as well as online and mobile banking. Members can view and accept their offers 24/7 at their convenience.

Results

Hawaii State booked \$14.5 million in loans in its first two 90-day campaigns, for an 886 percent return on marketing investment and a \$61 cost per booked loan. With a 4.2 percent response rate, 80 percent of the applications converted to booked loans. The results have inspired Hawaii State FCU to plan a prospecting campaign using LoanEngine to acquire new members. “LoanEngine makes us look like marketing rock stars!” said Maertens.

The branch staff at Hawaii State quickly learned that the LoanEngine offers were a great opportunity to talk about additional services with members. “When members come in, our staff has a new way to engage with them and can focus on the total member experience,” said Aaron Vallely, Vice President of Branch Sales.

A critical result for Hawaii State FCU is that helps shift members’ perception of online and mobile banking to a “digital branch.” With LoanEngine, members engage with the credit union through the same kind of easy and convenient digital tools offered by larger banks, enhancing and strengthening the member experience. The adoption of mobile banking supports increased member satisfaction and decreased costs compared with in-branch services — two important benefits sought by Hawaii State FCU.

To learn how LoanEngine can help your institution achieve its loan marketing goals, including **higher response rates**, and lower costs per loan, contact Harland Clarke today at contactHC@harlandclarke.com or harlandclarke.com/LoanEngine.

Many variables impact marketing campaign success. The information on earnings or percentage increases that is contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.