

CASE STUDY

# Multi-Loan Pre-Approval Campaign Creates Marketing Rock Stars at Hawaii State Federal Credit Union

**\$14.5M** in booked loans in 180 days

**886%**  
ROMI

**\$61**  
Cost per Booked Loan

**80%**  
conversion rate

## 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."

Hawaii State FCU chose AcquisitionCX's Multi-Loan Pre-Approval solution, which delivers multi-product, recurring prescreened offers for auto, credit card, personal and other consumer loans. Multi-Loan Pre-Approval enables 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 Harland Clarke's Deposit & Household Acquisition product to acquire new members. "Harland Clarke's solution makes us look like marketing rock stars!" said Maertens.

The branch staff at Hawaii State FCU quickly learned the pre-approval 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 what helps shift members' perception of online and mobile banking to a digital branch. With Multi-Loan Pre-Approval, 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."

*Many variables impact campaign success. The information on earnings or percentage increases 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.*

Learn how AcquisitionCX can help your institution achieve its loan marketing goals, including higher response rates and lower costs per loan.

## THE HARLAND CLARKE DIFFERENCE

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Call 1.800.351.3843

Email [contactHC@harlandclarke.com](mailto:contactHC@harlandclarke.com)

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