

CASE STUDY

Trigger-Based Acquisition Solution Paves Way for Flood of Loan Applications for Credit Union

13% average
response rate

3,907 loans funded

\$170M in loans

CHALLENGE

A local credit union with \$1.2 billion in assets sought a provider that could deliver a consistent and relevant experience for members shopping for a loan. The credit union wanted an effective and proven alternative to its loan acquisition process, which was complicated and complex due to the need to manage multiple campaigns with multiple vendors.

SOLUTION

The client selected Harland Clarke because Harland Clarke's comprehensive, fully managed acquisition and retention solution meant it could act as a single supplier, alleviating the need to interact with multiple vendors. The multichannel solution utilizes Harland Clarke's proprietary data analysis to reach members and prospects at the moment they're shopping for a credit card or a mortgage, home equity, auto or personal loan. It's trigger-based, so the credit union could react quickly to members' loan activity and "strike while the iron is hot" with prescreened offers tailored to the prospect.

In addition, as a longtime client, the credit union was confident Harland Clarke could securely handle the collection and use of member data and that its customer engagement expertise would help the credit union enhance the member experience.

RESULTS

After six years, the campaign consistently exceeded expectations. The credit union experienced a 13 percent response rate, funding more than 3,900 loans to the tune of \$170M.

In addition, Harland Clarke made it easy for the credit union to broaden the campaign to include more channels and experience results quickly — with less effort from their internal teams. Given the tremendous success achieved, the credit union has expanded its relationship with Harland Clarke to include deposit acquisition efforts.

Many variables impact marketing campaign success. 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.

Discover how to grow deposits,
loans and households efficiently
and sustainably.

THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy defines everything we do. We help organizations connect with their customers how, when, and where it matters throughout the entire relationship lifecycle. Our Payment and Marketing Services drive customer engagement in every relevant way across channels to increase acquisition, improve activation, deepen relationships and retain them for the long term. We are invested in giving our clients a distinct advantage in today's experience economy. With Harland Clarke as your partner, you have a single, trusted source to help advance your strategic business growth and ensure enduring success.

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