

Garden Savings Federal Credit Union Achieves an 8X Increase in Online Banking Enrollment and a 2X Increase in E-Statements Adoption

Background

Garden Savings Federal Credit Union's mission is to be its member's first choice in banking by forming a partnership they value most. The credit union recognizes that making banking convenient for members is critical to driving value and so it leverages the Digital Onboarding platform to make it easier for new checking account openers to adopt account-related services like online banking and eStatements.

Campaign Tactics

For 12 months starting in March 2019, Garden Savings sent new checking account openers personalized emails and SMS reminders that linked to step-by-step digital guides. The communications educated members on the benefits and made it simple to enroll in services like online banking and eStatements. When members enrolled, messages for that particular service stopped.

Results

When comparing enrollment stats for checking account openers that received the campaign versus those that did not, online banking enrollments and eStatements adoption were significantly higher.

8x increase in online banking enrollments
2x increase in eStatements adoption



“Promoting digital services using digital communications just makes sense. I could not be happier with the results!”

Michael Powers
Chief Sales Officer & VP Marketing & Lending

About Garden Savings FCU

With more than \$350 million in assets, more than 70 employees, and four branches, Garden Savings serves more than 25,000 members, representing more than 150 Select Employer Groups (organizations/companies). Its mission is to be its member's first choice in banking by forming a partnership they value most.

About Digital Onboarding

Digital Onboarding Inc. is a SaaS technology company focused on helping banking customers and credit union members activate their financial services products and adopt additional products and services. The fully automated digital engagement platform is purpose-built for financial institutions, enabling them to create, personalize, and optimize customer lifecycle communications at every stage.

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