

NYU Federal Credit Union

# Prevents Dormancy for 10% of At-Risk Members



## Background

Some NYU (New York University) Federal Credit Union members hadn't used their checking accounts in months. Accounts are considered dormant after 12 months of inactivity. While the credit union sent at-risk members emails or letters, people didn't recall getting them. When inactive accounts incurred penalty fees, members called to complain and wrote negative online reviews.



## Campaign Goals

- Prevent 5% of at-risk accounts from becoming dormant.



## Campaign Tactics

The credit union used the Digital Onboarding engagement platform to email members nine, ten, and eleven months after sustained account inactivity.

The emails linked members to their personalized microsites, which made it easy to set up direct deposit, download the mobile app, and request a new debit card. The microsites also helped members securely recover their login credentials online.



Email reminders



Microsite to enroll in account-related banking services

Schedule:



Month 9



Month 10



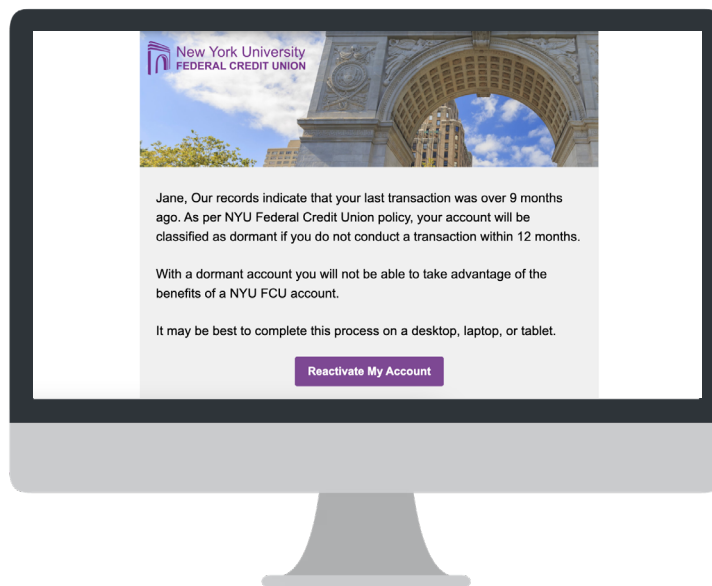
Month 11

### About NYU Federal Credit Union

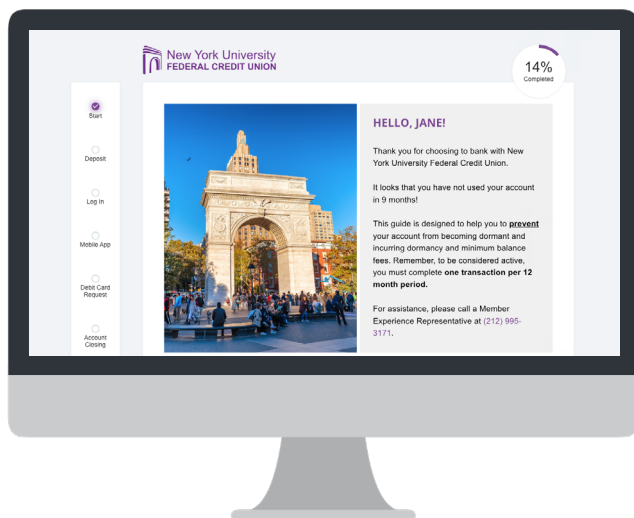
NYU Federal Credit Union is a member-owned and directed financial institution, dedicated to serving the financial needs of our members, through cost effective financial services consistent with co-operative principles, applicable legislation, and sound management. We are committed to being a service organization where members desire to fulfill their financial needs and employees desire to build a career. We are focused on the needs of our members and on their satisfaction.



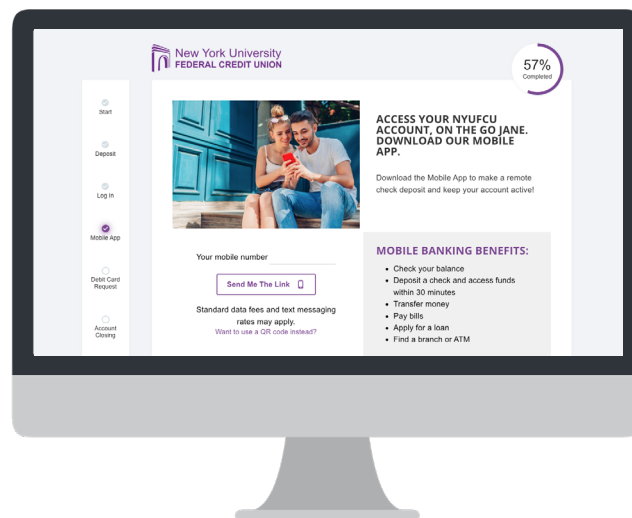
## Campaign Tactics Visualized



Email messages at 9, 10,  
and 11 months of inactivity



Personalized microsites



Easily enroll in account-related  
banking services



## Campaign Results

NYU Federal Credit Union's campaign **prevented 10% of at-risk accounts from becoming dormant** - it exceeded the goal by 100%. Members responded positively to the personalized messaging and microsites, and the credit union was thrilled.

***“Acquiring new accounts is costly, and we must ensure that account openers are turning into deep relationships.”***

***The Digital Onboarding engagement platform is the perfect solution for saving at-risk members. Our campaign helped NYU Federal Credit Union re-engage 10% of at-risk accounts, and we are thrilled!”***

**Julia Ostrovskiy**

Chief Member Experience Officer

New York University  
FEDERAL CREDIT UNION

100% Completed

**ONLINE CREDENTIAL REQUEST**

If you have not logged in to your online banking or would like to request new credentials, please complete the form below.

Setting up online banking allows you to set up external transfers, and keeps you up to date on the balance of your account.

New York University  
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Powered by  
Adobe  
Acrobat Sign

Options ▾ Please sign: online credentials Next Required 1

**Online Credential Request** Click to Attach State/Government Issued...

Next

**PERSONAL INFORMATION**

Individual

NYU FCU Member Number "M" Known Type of Ownership

First Name Last Name Last 4 of SSN

Cell Phone E-Mail Address

Click here to sign May 23, 2023

Number Signature Date

Please be sure to select "Click to Submit" inside the Adobe Sign form before moving to the next step.

Mobile App

New York University  
FEDERAL CREDIT UNION

Routing Number: 226082129  
726 Broadway, Suite 110  
New York, NY 10003-8502

Featuring secure login  
credential recovery

## About Digital Onboarding

The Digital Onboarding engagement platform helps banks and credit unions turn account holders into engaged and profitable relationships. Email and text messages link customers and members to their personalized microsites. Self-service tools help them enroll in direct deposit in seconds, update default payment methods at places like Amazon and Venmo, adopt digital banking, and more.

Connect with us



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