

\$1.1 Billion Credit Union

Increases Digital Service Adoption Rates for Indirect Auto Loan Members by 450%



Background

A Mid-Atlantic area credit union with \$1.1 billion in assets identified a significant number of indirect auto loan members that had not converted into active and engaged relationships. Previously, the credit union relied on phone calls for onboarding, but this process was inefficient and did not drive results. Only 10% of new members were reached via phone, and results were tracked manually in spreadsheets. The credit union leveraged the Digital Onboarding engagement platform to automate the onboarding process and results tracking, and to deliver personalized journeys with self-service tools to boost member engagement.



Campaign Goals

The credit union classifies members who adopt a digital service as fully engaged relationships. Digital services include things like enrolling in direct deposit or using the credit union's mobile app. The credit union's goal was to beat their previous phone-call approach and motivate more than 10% of these indirect auto loan members to adopt a digital service.



Campaign Tactics

The credit union leveraged the Digital Onboarding engagement platform to create an automated campaign tailored to each member. The campaign included five emails sent over a 30-day period. Each email was tied to a specific objective, such as downloading the mobile app or setting up direct deposit, and led members to their personalized Digital Onboarding microsite.

Within each microsite, members were met with straightforward instructions for account setup, along with a variety of Digital Onboarding widgets. Widgets in this campaign included:

- **SMS Text Opt-In Widget:** Allows members to opt-in to receiving text messages in a compliant way
- **Mobile App Download Widget:** Helps members find the right app for their devices
- **Direct Deposit Widget:** Enables members to move their direct deposit online within seconds



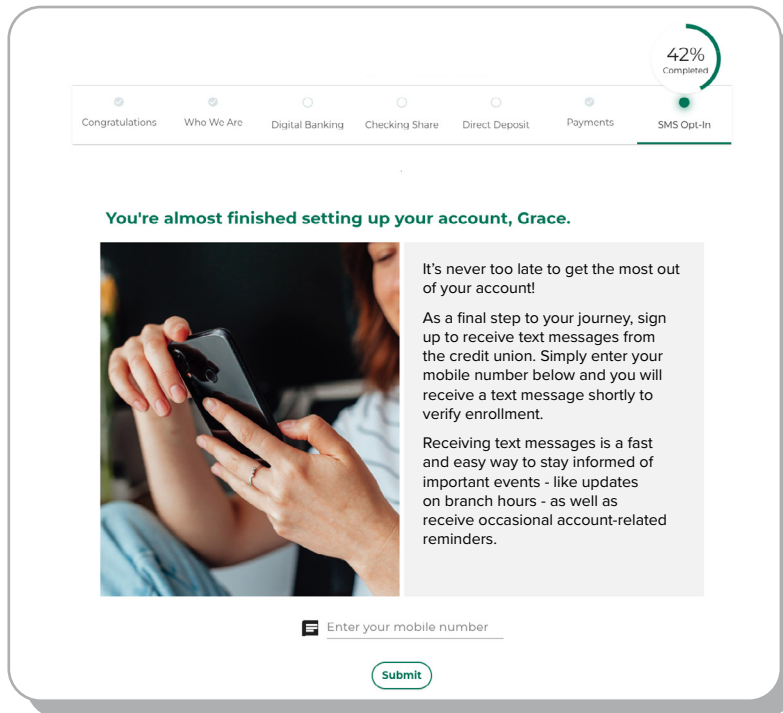
Campaign Results

This campaign was hugely successful. The credit union **successfully engaged 45% of indirect members, marking a 450% increase compared to their previous phone-call approach.**

As an added bonus, the credit union was thrilled to see that 9% of these indirect auto loan members opened checking accounts.

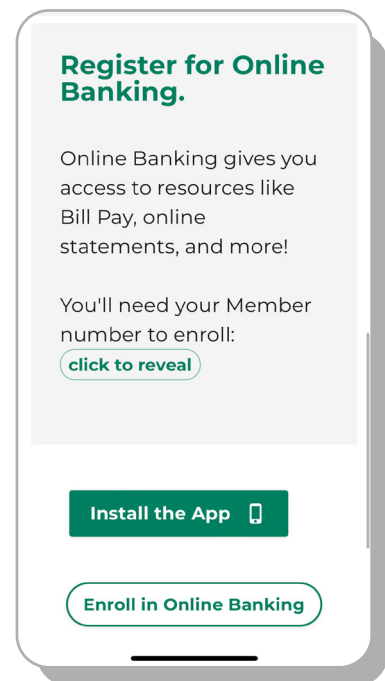
Additionally, by replacing manual calls with the automated onboarding process, the **credit union now saves 90 hours of staff time each month.**

Desktop View: SMS Text Opt-In Widget



A desktop view of a digital onboarding widget. At the top, a progress bar shows seven steps: Congratulations, Who We Are, Digital Banking, Checking Share, Direct Deposit, Payments, and SMS Opt-In. The SMS Opt-In step is highlighted with a green circle and '42% Completed'. Below the progress bar, a green heading reads 'You're almost finished setting up your account, Grace.' To the left is an image of a woman holding a smartphone. To the right, text explains the importance of signing up for text messages and provides instructions on how to enroll by entering a mobile number. At the bottom, there is a text input field labeled 'Enter your mobile number' and a green 'Submit' button.

Mobile View:
Mobile App Download Widget



A mobile view of a digital onboarding widget. It features a green heading 'Register for Online Banking.' followed by text explaining the benefits of online banking, such as access to bill pay and statements. Below this, it states that a member number is needed to enroll, with a green button labeled 'click to reveal'. At the bottom, there are two green buttons: 'Install the App' with a smartphone icon and 'Enroll in Online Banking'.

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.

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