

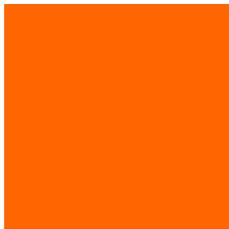
## Case Study



### First Alliance Credit Union

#### Increased Engagement Leads to Increased Loan Success

First Alliance Credit Union needed an actionable, educational way to increase engagement with members via online and mobile platforms. Credit Sense<sup>SM</sup> from Fiserv enabled the credit union to meet those goals while also increasing loan applications.



Like many credit unions across the U.S., First Alliance Credit Union was searching for a solution to increase engagement in its online and mobile platforms. Like other community financial institutions, it knows its members are being inundated with information from competition, such as other credit score sites or the big banks. More than just increasing applications, First Alliance was interested in showing members how the credit union could save them money.

First Alliance, which uses Portico<sup>®</sup> account processing solution from Fiserv, needed a solution to break through the clutter, educate members and position the credit union as a leader in the market. Credit union leaders selected Credit Sense, which enables members to monitor their credit scores and view targeted offers from the credit union. The credit union is increasing cross-selling opportunities while enhancing member loyalty and financial literacy with one solution.

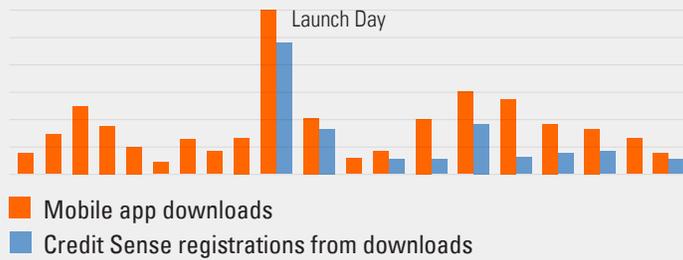
“First Alliance Credit Union was looking for opportunities to increase engagement with our mobile and online banking platforms that was both educational and actionable for our members,” said Lisett Comai-Legrand, director of marketing



#### Client Profile

First Alliance Credit Union was founded in 1932 to meet the financial needs of municipal employees in Rochester, MN. Today, the credit union serves almost 16,000 members in five southeast Minnesota counties: Olmsted, Dodge, Goodhue, Wabasha and Winona. With assets of over \$190 million and a staff of 60, the credit union provides members with a full array of personal and business loans, credit cards, and saving and investment products. First Alliance also publishes a blog and provides members with a variety of educational tools, calculators and resources to help them manage their finances and make smart decisions.

### Credit Sense Drives Mobile Engagement



The highest days of mobile downloads coincide with the promotion or launch of Credit Sense.

> Launch day saw mobile downloads increase by **5x** <

**24.32%**  
of online banking users had checked their score in the first month!

and product management for the credit union. "Offering Credit Sense allows us to meet both of those needs and has helped position our digital banking tools as a leader in our market.

"We also had many members using other tools, and decided that members should be receiving that information from their credit union, not a third party."

#### Quick to Implement; Easy to Use

In less than two months, First Alliance was up and running with Credit Sense and members were enjoying the many benefits of the solution, including:

- Members can keep tabs on their credit score and full credit report anytime, anywhere
- Personalized credit report card grades share deeper insight into a member's credit profile
- Members can easily see cross-sells and other money-saving offers from the credit union with the prequalified offer engine
- No logins to remember; the solution is integrated directly into online and mobile banking

#### Increased Loan Success

May	19%
June	28%
July	15%
August	14%
September	26%

Percentage of members who closed loans with First Alliance within 60 days of viewing an offer

> In the first 5 months after launch the average monthly loan increase was **17%** <

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## Members Embrace Credit Sense

With an admirable marketing approach including email, social media and website promotions, First Alliance saw impressive results in the first month. More than 24 percent of online banking users checked their score that first month. The highest days of mobile downloads coincided with the promotion or launch of Credit Sense, and launch day saw mobile downloads increase by five times.

In the first five months after launch, the average monthly loan increase was 17 percent.

"We have seen a marked increase in online loan applications since implementation, particularly for credit cards and vehicle loans. We highly recommend Credit Sense," Comai-Legrand said.

## Connect With Us

For more information about Credit Sense, call us at 800-872-7882, email [getsolutions@fiserv.com](mailto:getsolutions@fiserv.com) or visit [www.fiserv.com](http://www.fiserv.com).

## Challenge

First Alliance Credit Union wanted to increase member engagement via its online and mobile platforms.

## Solution

First Alliance chose Credit Sense, which enables members to check their credit scores for free and see targeted offers from the credit union.

## Proof Points

- Mobile downloads increased by five times on launch day
- More than 24 percent of online banking users checked their score in the first month
- In the first five months, the average monthly loan increase was 17 percent



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