



Case Study: Meet Growth Goals with Targeted Campaigns

Million dollar results for Gesa Credit Union

Overview:

Gesa Credit Union, one of Washington state's largest credit unions, boasts more than \$2 billion in assets and over 150,000 members from around the world. Like many businesses, Gesa Credit Union began the year by carefully assessing the one prior and making bold plans for the one ahead. They started with all the right questions: What went well the last year? What needs improvement? And which goals do we need to set to continue to grow and evolve? The Gesa team established an overarching goal to grow balances to \$25 Million, and partnered with Advisors Plus, PSCU's consulting arm of their CUSO, to drive results.

Challenge:

Gesa Credit Union's challenge was more about goal setting than obstacle avoidance. In taking next steps to achieve their goal

of growth in balances of \$25 Million within the year, they sought guided management and marketing of credit limits to set the stage for everyday cardholder use and future marketing efforts. That's when they engaged the help of Advisors Plus. An Alliance client of Advisors Plus since 2016, Gesa knew they could rely on their team of seasoned consultants for strategic and industry-leading market intelligence, as well as campaign development and performance monitoring. Gesa felt that if the cardholders' comfort levels were improved, there would be renewed interest in using the card and increased loyalty.

Solution:

On January 1, 2019, Advisors Plus helped Gesa Credit Union launch a Post-Holiday Credit Line Increase/Balance Transfer campaign. The campaign targeted 7,536 of their accounts with a line increase and balance transfer offer of 0% or 1.90%

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for 12 months – an offer based on the cardholder’s credit bureau score. Gesa decided to use cardholders’ estimated monthly income, provided through the Advisors Plus Score Source Solution, to determine the actual increase vs. flat increase amounts, as they did in a prior 2018 campaign.

Outcome:

In terms of targeted accounts, there was a slight decrease of 7,536 this year compared to 8,801 the year prior. However, the total amount of line increases was substantially higher in 2019, at \$85,399,300 compared to the 2018 total increased amount of \$23,157,500. Additionally, the response rate for the balance transfer portion of the campaign resulted in an 11.18% response rate with \$4,724,917 in transferred balances, compared to the 5.33% response rate experienced with the 2018 campaign resulting in \$2,247,665 balances transferred. By employing proven techniques such as data-mining and predictive modeling within a customized, targeted campaign, Advisors Plus was able to help Gesa Credit Union achieve their growth goals.



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Advisors Plus

Founded in 2004, PSCU's Advisors Plus offers consulting services for credit unions to help fuel growth and achieve financial and business goals. From project analysis to implementation and management, Advisors Plus offers an end-to-end portfolio of consulting services including business strategy, business and affinity cards, credit and debit cards, contact center optimization, risk and collections analysis, branch sales training, marketing services, and B2C campaign execution. Whether your credit union is looking to expand its offerings, build a legacy of community involvement, create the strongest possible capital footing—or all of the above—Advisors Plus consultants bring the strategic vision, deep industry expertise, and proprietary data analytics needed to help credit unions better serve their members and their communities. For more information, visit advisorsplus.com.