



CASE STUDY

Family Savings Credit Union Increases Retention Using Total Expert



With 11 branch locations across Alabama and Georgia, Family Savings Credit Union is dedicated to giving its more than 70,000 members a lower-cost alternative to the traditional banking system.



At a Glance

The Situation

An outdated marketing approach and siloed technology systems made it difficult to engage with members resulting in decreased member loyalty and high attrition.

The Solution

Total Expert enables the marketing team to deliver more relevant, personalized communications and expose the reasons why members leave.

The Success

- Identification of causes behind high member attrition
- More strategic, personalized communications
- Ability to measure marketing results

“I’m really excited for our team to use Total Expert to continually build even better Journeys, ones that are informed by important campaign performance data we simply couldn’t access before.”

Lesli Bishop
Chief Marketing Officer, Family Savings Credit Union

The Situation

When Family Savings Credit Union – a full-service financial services firm committed to providing state-of-the-art products and services backed by personalized member service – was tormented by a high member attrition rate, it knew its old-fashioned approach to member marketing had to change.

Leaders recognized that the best way to lower attrition was by empowering the credit union’s marketing team to market to members in much more meaningful and personalized ways. But the credit union still outsourced critical functions – like onboarding communications – to an external marketing agency that then sent the same, generic email message and email sequence to every single member. To compound the problem, data was isolated across different, disconnected technology systems like the credit union’s core banking system and email database, so internal marketing team members couldn’t analyze their marketing efforts or leverage important member information in more strategic ways.



The Solution

Family Savings selected Total Expert to power its new age of member marketing due largely to the platform's ease of use, single-system approach, pre-built templates and varied communication channels — e.g., email, phone, text messaging, etc.

Now, Total Expert-powered Journeys, for example, deliver more relevant, personalized communications to credit union members and provide rich campaign insight back to leaders and marketers. One Journey, for instance, asks members who've unsubscribed from Family Savings emails or closed their Family Savings accounts to complete a short survey explaining their reasons why, while another facilitates the new-member onboarding process.



“Total Expert won’t just make my job easier. It will also enable us to send our members emails that are much more strategic and personalized, and analyze data in such a way that we’ll know exactly what our members need from our financial institution.”

Jessica Brown

Director of Marketing, Family Savings Credit Union



The Success

Though early in the implementation, plans include utilizing Total Expert to help them communicate strategically with members through more effective personalized messages and begin measuring marketing results in more efficient and accurate ways.

Most importantly, leaders are confident Total Expert will help them pinpoint exactly what members look for in a credit union and proactively uncover any points of frictions in the member Journey organizational problems that exist at Family Savings, so the credit union can fix them before more members leave.



About Total Expert

Total Expert is the leading fintech software company that delivers purpose-built CRM and customer engagement for modern financial institutions. Total Expert unifies data, marketing, sales, and compliance solutions to provide a cohesive experience across the customer lifecycle. Total Expert turns customer insights into actions to increase loyalty and drive growth for banks, lenders, credit unions, and other financial services firms.