

INFORM® Branded Calling Arkansas Federal Credit Union Case Study



Background

For credit unions, the phone is one of the most direct lifelines between member services and the people they serve, but answered calls are far from guaranteed. Unknown numbers are routinely ignored, leaving representatives unable to have conversations that prevent delinquency and default. When calls go unanswered, accounts fall behind and credit unions bear the cost.

Overview

Arkansas Federal Credit Union (AFCU) relied on outbound phone calls to proactively reach insureds and help them stay current on their payments. But getting those calls answered was an uphill battle. Insureds were declining or ignoring calls, leaving AFCU representatives unable to connect, communicate, and intervene at the moments that mattered most.

Solution

AFCU turned to First Orion's INFORM® Branded Calling to bring trust and transparency to every outbound call — displaying their name, logo, and call reason directly on the recipient's screen.

The results were 21% fewer insureds declined AFCU's calls, driving a meaningful lift in answered calls, deeper engagement with representatives, and more successful outcomes for members and the credit union alike.

21%
DECREASE
in Decline
Rate

4%
INCREASE
in Answer
Rate

9%
INCREASE
in Conversion
Rate

