



Associated CU of Texas: We Love These Loan Leads!

Like many other credit unions, \$444 million Associated Credit Union of Texas was seeking out loan growth. Auto loan refinancings have become a sweet spot for the credit union, even now in the aftermath of the coronavirus pandemic relatively speaking. See how Ser Tech's Fetch Marketing helped Associated CU of Texas boost interest income by nearly \$39 for every dollar spent on its Auto Loan Recapture campaign.



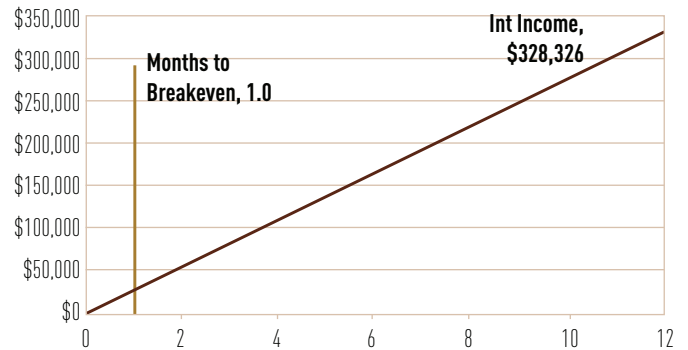
“Our people love these leads! I would recommend Ser Tech’s Fetch Marketing to any credit union that want to get members. It performs and is profitable.”

- Keith Tillinger, Associated CU of Texas

EFFECTIVE & EFFICIENT

The entire process of signing up and getting started with Ser Tech has been simple. The sales process was highly educational, Keith Tillinger, vice president of lending at Associated shared. The contract is very straight forward and the program pays for itself. In Associated CU's case, Fetch Marketing auto loan recapture paid for itself in just one month!

Duration (in Months) to Breakdown

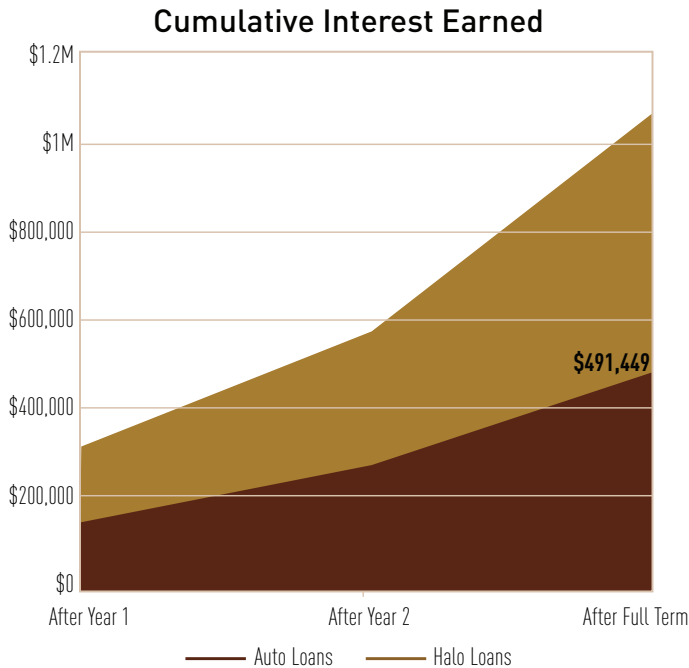


Tillinger added that his marketing team appreciates the turnkey nature of Fetch Marketing in addition to the shot in the arm it gives to the marketing ROI. “It’s very hands off,” he explained. “It reports itself every month. We just approve the letter every month.”

But Associated's secret sauce, and an ingredient we highly recommend, is taking all the contact information your credit union receives from the monthly report Ser Tech provides and follow up with a nice check-in call. Simply saying you're calling to make sure the consumer received the offer and, if they have any questions, you're there to help. Members feel recognized and appreciated, and these conversations often spinoff into other financial needs they may have.

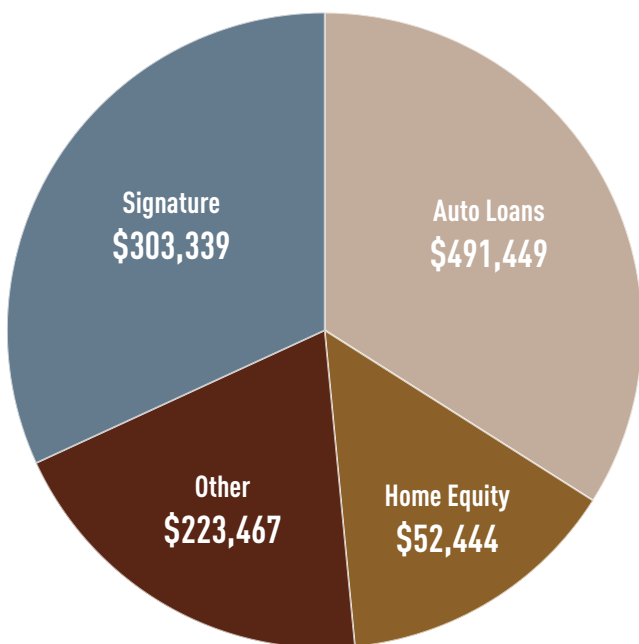
RESULTS & HALO EFFECT

In addition to the 183 auto loans Associated was able to generate with Ser Tech Fetch Marketing, it also captured another 247 halo loans – loans not directly tied to the campaign but resulting from conversations that began with the campaign. In this case, the Associated team did an excellent job cross selling home equities, personal loans and others, generating total potential interest of about \$350,000 in year one, and more than \$1 million if the loans go to term.



“These are high quality leads,” Tillinger stated. Associated has been highly successful with its refinancings, in part because it is seeking loans down into the 640 credit score range. Tillinger added that Harris County within the credit union’s field of membership has particularly low credit scores but Associated wants to be sure to help those members.

Total Potential Interest



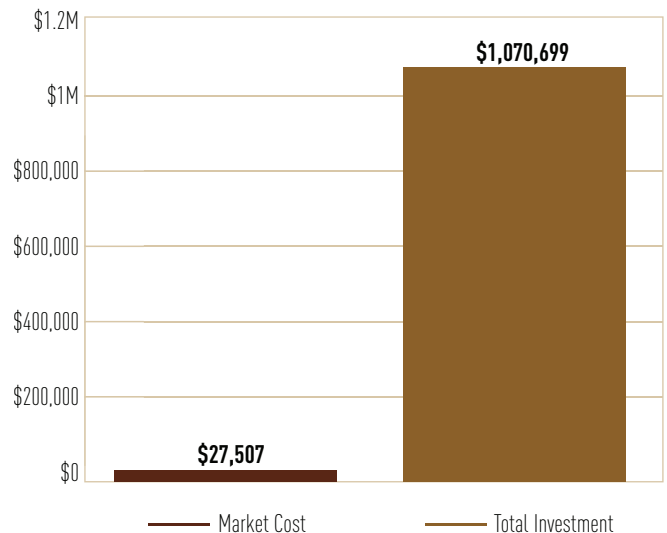
“At the end of the day, the Ser Tech Fetch Marketing program is very simple, and the Ser Tech representatives have been very responsive.”

PROVEN ROI

While the Ser Tech Fetch Marketing-matched loans from Associated CU of Texas’ campaign represented 3.7% of the total booked loans, those loans represent 5.8% of the total value of the booked loans. That is because the average loan balance from the Fetch Marketing-matched loans was \$5,985 higher than the loans overall.

Based on the interest generated from all the loans Associated’s Auto Loan Recapture campaign returned \$11.94 in interest income for every \$1 spent on the program in just the first year of this campaign. If all loans went to term, the marketing ROI for Associated would be \$38.92 in interest income for every \$1 spent.

Return on Investment



“At the end of the day, the Ser Tech Fetch Marketing program is very simple,” Tillinger said, “and the Ser Tech representatives have been very responsive.”

IN CONCLUSION...

Even as auto lending has slowed in the wake of the coronavirus, credit unions have a responsibility to help members save money while they may be facing reduced income. Tillinger said Associated’s auto lending has been way down, but they’ve seen a nice little bump in refinancings. Saving members money with an auto loan refi right now can make all the difference in the world to them, and your credit union their superhero, building a strong foundation for moving forward.



We believe in responsible consumer credit services. People should have access to fairly priced credit, whether personal, credit card, vehicle, student or mortgage loans. Fair credit helps families and their communities to thrive and grow. That is why Ser Tech is uniquely focused on developing financial technology services to help lending institutions empower lives.



—Ser Tech Founder/CEO Shana Richardson



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CONTACT SER TECH TODAY!



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