

Credit Union Revenue Enhancement

Customer Characteristics

Type

A major North American credit union.

Portfolio

Credit Card

Card balances

\$USD 225 million average
receivables

Active Accounts

105,000

Engagement Objectives

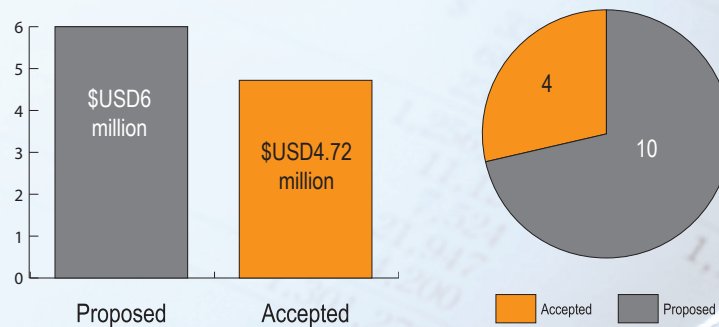
- An in-depth review of core credit card business.
- Identify and provide strategies and solutions for incremental revenue enhancement .

ENGAGEMENT HIGHLIGHTS

PROFIT INSIGHT® was approached by a large North American Credit Union to analyze its credit card operations and identify strategies and solutions to generate new revenue opportunities.

The PROFIT INSIGHT® engagement team was able to easily integrate itself into the culture of the organization, building a strong team environment with close working relationships. By demonstrating a sound depth of knowledge surrounding the client's products and processes, combined with a knowledge of the competitive environment, PROFIT INSIGHT® was able to gain the client's trust and respect.

RESULTS



After spending three weeks on-site, PROFIT INSIGHT® recommended 14 strategies with a total annual value of approximately \$USD6 million. Of these fourteen (14) strategies, four (4) were selected for implementation, worth \$USD4.72 million in actual annualized tracked value.

PROFIT INSIGHT® Engagement Results

Identified strategies:	14
Estimated value (\$USD million):	6
Accepted strategies:	4
Estimated value (\$USD million):	4.7

Value of implemented strategies per active account:

\$USD44.95

PROFIT INSIGHT® is the

CLEAR CHOICE

to help you achieve
your financial goals.

Cumulative financial benefits with solutions that are
Legal and compliant focusing on revenue
Enhancement, revenue
Assurance and cost
Reduction.

Payback on Investment

Expense to the client was limited to travel costs of PROFIT INSIGHT® personnel totaling approximately 6 man weeks.

Engagement Time-line

Preliminary analysis:
August/September

Contract: October, 29
Engagement Start: December, 6
Engagement Completed: January, 31

SUCCESS DRIVERS

PROFIT INSIGHT® successfully integrated itself into the client's culture and clearly communicated the value and rationale for its recommended strategies, including complete competitive information and expected impact on members. Throughout the engagement, PROFIT INSIGHT® advised the client on critical matters relating to product disclosures, systems changes, and strategy tracking techniques. Overall, PROFIT INSIGHT® performed as a trusted advisor throughout the engagement process, from beginning to end.

IMPLEMENTATION HIGHLIGHTS

PROFIT INSIGHT® delivered substantial financial value to the client and - subsequent to the engagement - operated behind the scenes to offer free technical advice on systems settings and changes to enhance and optimize the client's operating procedures. The client was sufficiently impressed with the PROFIT INSIGHT® engagement team that several additional systems, operational and pricing engagements were requested by the client and completed by PROFIT INSIGHT®.

CHALLENGES

As a credit union, the client's management team was very reluctant to make changes that would negatively impact customers. The client's culture was based on protecting it's members and every action taken was considered against this backdrop. Also, when PROFIT INSIGHT® arrived on-site the client was instigating a systems support staff reduction, which complicated the efforts of PROFIT INSIGHT® to develop in-depth knowledge of the client's systems and operating procedures.

THE PROFIT INSIGHT® DIFFERENCE

The PROFIT INSIGHT® Revenue Optimization Consulting practice helps clients significantly improve the profitability of their lending business. We partner with our clients to deliver short and long-term value by identifying, analyzing and implementing tactical solutions to significantly improve revenue, portfolio and operational performance while limiting impact to their customers.

Our consultants are recognized industry experts and include former bankers, card operations and marketing executives with expertise in Revenue Enhancement, Portfolio Growth, Operations and Systems Improvements, and Customer Satisfaction.



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