

Credit Union Operations

Customer Characteristics

Type

A major North American credit union.

Engagement Objectives

- An in-depth review of core credit card processing platform.
- Ensure future co-branding efforts and unique product features could be supported and risk identified.

ENGAGEMENT HIGHLIGHTS

PROFIT INSIGHT® exceeded the engagement objective and this success has led to three subsequent engagements with the Client. The card operation expertise of PROFIT INSIGHT®, customer experiences and credit card life cycles enabled a thorough, yet concise review of the Client's operating structure. PROFIT INSIGHT® possesses in-depth experience and knowledge of client platforms as well as process structures needed to support continued growth and product expansion. Opportunities were identified and limitations expressed with the core processor, as well as supporting systems and processes.

The demonstrated knowledge of best in class business processes from PROFIT INSIGHT® was used throughout the card operation. This expertise, ranging from credit/underwriting, file transmissions, servicing and marketing, allowed for a multitude of strategies and process re-engineering practices to be provided to the Client.

As a result of PROFIT INSIGHT® efforts, the Client engaged PROFIT INSIGHT® to complete a redesign of their Integrated Voice Response (IVR) system, and identify, value and assist in the implementation of new pricing and operations strategies previously omitted. Additionally, the client engaged PROFIT INSIGHT® to be part of day-to-day project management for the testing and execution of new system functionality to ensure smooth and accurate implementation.

PROFIT INSIGHT® Engagement Results

Identified strategies:	12+
Estimated annual revenue lift (\$USD):	3 million
Estimated revenue lift per active card (\$USD):	10

RESULTS

The client initially chose to implement strategies worth approximately \$USD1.8 million in additional revenue (although the actual value achieved will depend on the selected implementation approach). Ongoing recommendations for business operations improvements are being discussed and a fourth engagement is likely in the coming months to assist in long term management of changes.

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.

RESULTS HIGHLIGHTS

- Over a dozen opportunities identified.
- Opportunities were presented based on Client's specific priorities.
- Presented strategies represented over \$USD3 million in annual revenue lift for the Client.
- The success of the initial work has led to three subsequent engagements across the Client's entire card platform.

CHALLENGES

The Client requested an efficient review with limited time spent on-line. PROFIT INSIGHT® was tasked with evaluating their ability to offer co-branded products within the current infrastructure. The focus was primarily on the core processor, however ancillary systems had to be considered for determination of scalability.

Initially the review was concentrated on identifying deficiencies and limitations from system capabilities, however research led to an enhanced scope including supporting systems and operational processes; which could stifle future growth opportunities.

BENEFITS

- Over a dozen opportunities were identified and presented to the Client. Strategies were presented in line with the Client's values as a credit union.
- Strategies were fully developed for formal presentation based on the Client's priorities in the areas of Core Processor, Supporting Systems/Self-Servicing and Revenue.
- The presented strategies represented over \$USD3 million in annual revenue lift for the Client and represented more than \$USD10 per active card.

Ongoing recommendations for business operations improvements are being discussed and a fourth engagement is likely in the coming months.

THE PROFIT INSIGHT® DIFFERENCE

The PROFIT INSIGHT® Operations 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 portfolio and operation performance while limiting impact to their customers.

Our consultants are recognized industry experts and include former Federal Reserve officials, bankers, and card operations and marketing executives with expertise in Efficiency, Offer Targeting, Pricing, Interest Calculations and Operations.



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