



ONAPPROACH
SUCCESS STORIES

Generating ROI with Analytics

m/360

OnApproach M360 Enterprise is a universal analytics solution that empowers credit unions to take advantage of all available data. With M360 Enterprise, credit unions can integrate member data from any source into a single source of truth. Credit unions can now harness the true potential of data, allowing them to achieve a variety of important goals.

Making a Difference with Data

With the right data model, the possibilities are endless for how credit unions can improve their organizations and excel serving their members. Here are several examples of credit union success stories that M360-users have achieved with analytics:



AFFINITY PLUS

Affinity Plus Federal Credit Union
Saint Paul, MN
Assets: \$2.0 Billion

Target Loan Recapture

Problem: Credit unions work with credit bureaus like TransUnion to implement auto loan and credit card recapture programs. Traditionally these programs have resulted in a yield of 0.5% to 1.0% on average. A 2.0% yield would be a very successful campaign, and Affinity Plus saw the opportunity for much greater results.

- M360 allowed integration of multiple sources, which helped with the determination of pre-approvals for members, and tracking.
- Affinity Plus discovered missed opportunities for auto loans and realized how to appropriately target their marketing.

Result: Recaptured \$9.1 Million in auto loans in 6 months



Ideal Credit Union
Woodbury, MN
Assets: \$694 Million

Ohio HealthCare
FEDERAL CREDIT UNION

Ohio Healthcare Federal Credit Union
Dublin, OH
Assets: \$81 Million

OCCU
Our Community Credit Union

Our Community Credit Union
Shelton, WA
Assets: \$356 Million

Contact Us:

If you would like to learn more, please check us out at onapproach.com or contact Austin Wentzlaff, Vice President of Business Development at austin.wentzlaff@onapproach.net or (888) 523-6121 Ext. 110.

Member Profitability Analysis and Loyalty Incentives

Problem: Ideal Credit Union wanted to know which members were profitable to the organization, which were not, and how to incentivize members to use more products, and use them favorably. This required transaction data, not just knowledge of which products each member had.

- M360 allowed Ideal to see how members were using their products, and understand how much value each member provides to the CU, and which behaviors to encourage.
- Determined true profitability of each member and how to improve member profitability.

Result: Grew the most profitable “VIP” membership base by 15%

Credit Line Increase Program

Problem: Ohio HealthCare Credit Union needed to implement a Credit Line Increase Program for credit cards because credit cards were being underutilized. Turnkey solutions were costly.

- Used data from M360 instead of using a pre-built turnkey program. Implemented for 359 members, and the balances for this group have grown by nearly 35%.

Result: 1 year value of over \$30,000 (4 basis point ROA)

Shared Branching Analysis

Problem: Wanted to get an idea of how many branch transactions were shared branching transactions.

- M360 pulled necessary data together to enable a shared branching dashboard.
- Determined profitability of all shared branching initiatives.

Result: Saves \$8,000 per month

Creating Value for Members

Problem: OCCU needed to determine how to create individualized products that meet consumer needs/expectations.

- M360 connected data from multiple sources so OCCU could get a more complete view of members to the transaction level (where they shopped, what they drove, payment methods, etc.).
- Dug into data to understand member needs, habits, lifecycles, etc. to better target offers and solutions.

Result: 27% Increase in Net Return on Investments