CASE STUDY

Developing a Data-Driven Culture

TRUE SKY CREDIT UNION

Developing a data-driven culture is more important now than ever before.

With many industries undergoing vast change due to the new allowances of the digitalevolution, the credit union industry is not to be left out. Now, more than ever, credit unions are taking measures to adopt new systems that help collect, organize, and analyze data to use for everything from business intelligence to improved member satisfaction.

But the elusive question of just how to develop a data-driven culture within the credit union still poses to be a challenge for many organizations. Linda McMurtry, a Business Intelligence & Financial Analyst expresses how she was able to use OnApproach M360 Enterprise to help create a more data-driven culture at True Sky Credit Union.

Formerly FAA Credit Union, True Sky Credit Union serves over 51,000 members in the Oklahoma City metro area. Operating out of seven branch locations, True Sky implemented the M360 solution in hopes of gaining better insights about their operations—insights that were supported by data-based metrics. However, adoption of the system was slow initially. "I was in the accounting department [at the time], and I just loved it," McMurtry recalls, "I think I was the only one in the company using the reports." Deciding how to move forward with M360 to make it better, True Sky Credit Union asked

> "I knew for our credit union to be here in 15 years, we would have to do this."
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> Linda McMurtry, CPA, *Business Intelligence & Financial Analyst, True Sky Credit Union*, on the company's decision to implement M360 Enterprise.

Company Profile
True Sky Credit Union
Oklahoma City Area

OnApproach Solution
M360 Enterprise

Client Since
2013

About the Client
Formerly FAA Credit Union, True Sky Credit Union is an Oklahoma-based credit union with over 51,000 members and $580 million in assets.

Solution at a glance

Challenge
Facing industry changes, True Sky Credit Union knew they needed to develop a data-driven culture, and required the right tools and communication to do so.

Solution
By implementing M360 and communicating its capabilities to different departments, True Sky Credit Union is working to satisfy their data needs.

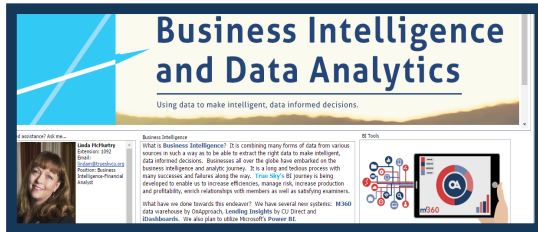# The OnApproach M360 Solution allows credit unions to measure key insights like member growth.

FIGURE 1
A look at True Sky Credit Union's Business Insights Portal Page.

FIGURE 2
M360 allows credit unions to look at integral data from member metrics.

Linda to step into the role of Business Intelligence & Financial Analyst to help the company adopt the solution for use in other departments. "There wasn't much initial confidence in the system because we hadn't done our job of doing data validation previously. It's been a bit of a challenge to get people using the system and having confidence in it," McMurtry said. However McMurtry's confidence in M360 persisted. "I wanted our employees to utilize BI tools, including the M360 reports, so they could become more familiar with them and what could be accomplished so that they could ask for additional reports or dashboards if needed," McMurtry said.

To properly achieve these goals, McMurtry became knowledgeable of M360's array of features, and encouraged her colleagues to do the same. "I don't have an IT background—I'm a CPA,
I have an accounting degree, so I've

been growing with this position, too," McMurtry said. McMurtry helped oversee the implementation of M360 Enterprise, Lending Insights by CU Direct, and iDashboards, the three main tools that have been instrumental in helping develop a data-driven culture at True Sky Credit Union. She also created a Business Intelligence Portal page on the employee portal. "I wanted to have one place where our employees could go [for data] and would not have to dig to find what they needed," stated McMurtry. With this foundation of understanding, McMurtry has been able to encourage more use of features like reports. Using a production report built by OnApproach, many True Sky employees are now using the tool daily—and rely on it. "I've gone from a year and a half ago, when people were telling me, 'oh, we don't use that,' and now people are asking me to build reports," McMurtry said.

Innovation is necessary, but hard to achieve for smaller companies. M360 was

a way that True Sky Credit Union could begin to develop the data-driven culture they knew they needed to have in order to make informed decisions and stay competitive. "I knew for our credit union to be here in fifteen years, we had to do this. We're not going to be competitive if we don't," McMurtry said. "We are who we are. And we're growing at a different rate. Our expertise is different; I don't have a database administrator here. I have my own unique challenges. But we've come a long way, and I plan to go further," McMurtry said. Currently, True Sky Credit Union is implementing Daily Pulse, an example of an application soon to be available on the CU App Store. Other systems include a customized marketing program called Marketing Information Reporting Solution (MIRS). McMurtry also plans to build a dashboard for the credit union's branch managers, as well as post news and other content to their portal pages.

For the process to become data-savvy in an increasingly competitive industry is no easy feat, especially for smaller businesses. But through a combination of good data and strong communication, companies can experience the same competitive edge that data analytics offers. The process is not easy, as McMurtry admits, but through perseverance and recruiting the right people to lead the way, True Sky Credit Union has been able to accomplish many goals, including implementing the M360 system to gain better business insights. "We have a long way to go, but we have also come a very long way," McMurtry said, "And I'm excited—as a CPA, I have worked in an accounting capacity all my life until I was in this position, and I love doing this. We have nowhere to go but up."

About True Sky Credit Union

Founded in 1946 with a single location, True Sky Credit Union has grown to include headquarters in Oklahoma City and seven branches in the greater Oklahoma City area, 51,000 members and assets of $580 million. True Sky Credit Union membership is open to anyone who resides, works, or attends school in Canadian, Cleveland, Grady, Lincoln, Logan, McClain, Oklahoma and Pottawatomie counties. To learn more about True Sky Credit Union and how they serve the community, visit www.TrueSkyCU.org."

About OnApproach

OnApproach is a Credit Union Service Organization (CUSO) that focuses on providing credit unions with the power to use data as a competitive advantage both independently and cooperatively. With OnApproach, credit unions can now harness the value of Big Data through integration and predictive analytics. This deeper understanding of data allows credit unions to discover vital trends in member behavior, resulting in improved financial performance, reduced risk, and enriched relationships with members.

> "It goes hand-in-hand, good data and good communication. And Linda's been really integral in doing that within her credit union."
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> **Lorrie West,** Engagement Manager, OnApproach