

Credit Union Member Attrition Model Case Study



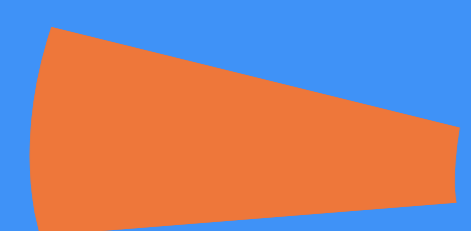
satori[®] consulting inc.



About Tandia

Tandia Financial Credit Union is an Ontario-based financial institution created in 2014 through a merger between Teachers Credit Union and Prosperity One Credit Union.

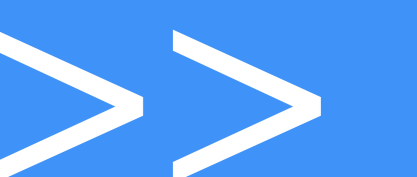
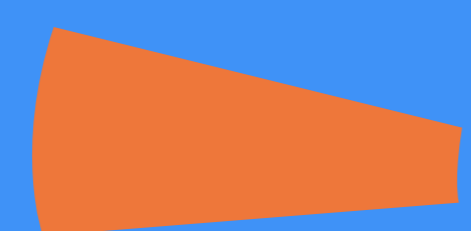
With 10 branches across Ontario, Tandia's vision is to lead the cooperative banking movement by delivering unparalleled products and services through a mutually rewarding relationship with their members and the communities they serve.



Objective/Challenge

Tandia had a focus on increasing share of wallet through sales efforts and targeted organic growth as well as increasing new member growth through effective marketing efforts. However, new and organic growth was not enough.

The final piece to effective growth was adding a focus on member retention. Tandia needed a dynamic, customized model that would alert staff to changing member behaviour to enable staff to proactively engage with members to save the relationship.



Approach

Satori's dynamic predictive attrition model analyzes the data of members that have left a credit union to determine key trigger points leading up to the final member transaction of closing their membership.

Our proprietary model is customized to each credit union to capitalize on the uniqueness of its members' behaviours.

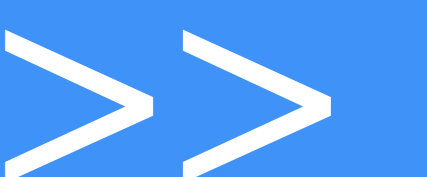


Solution

Tandia partnered with Satori to build a Tandia Attrition Model.

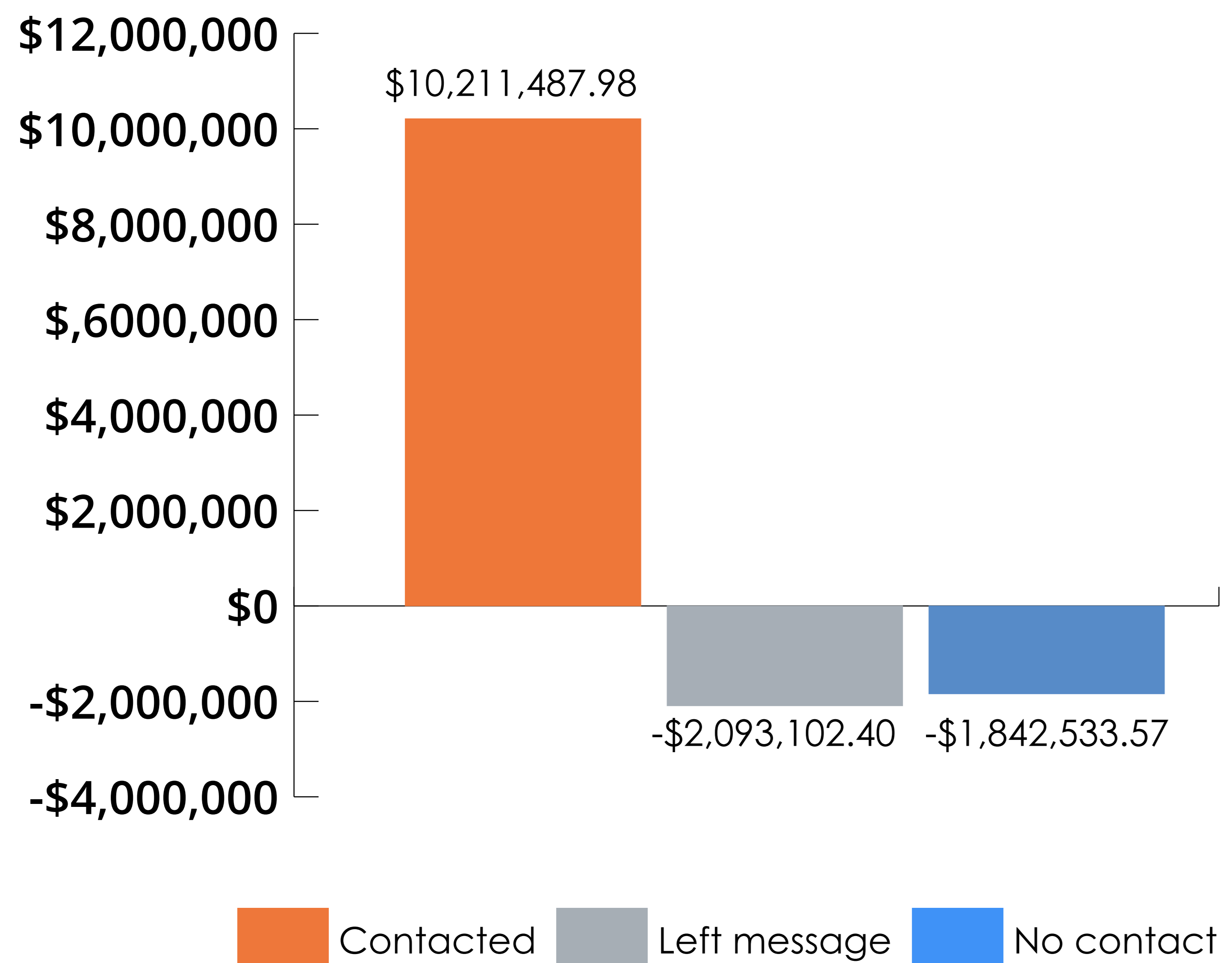
By analyzing the historical data of members who had left Tandia, the model uncovered multiple, non-linear trigger points that were common across all members.

A proactive strategy was co-developed to reach out to the members with the highest likelihood to attrite thereby minimizing attrition and maximizing potential for Tandia.

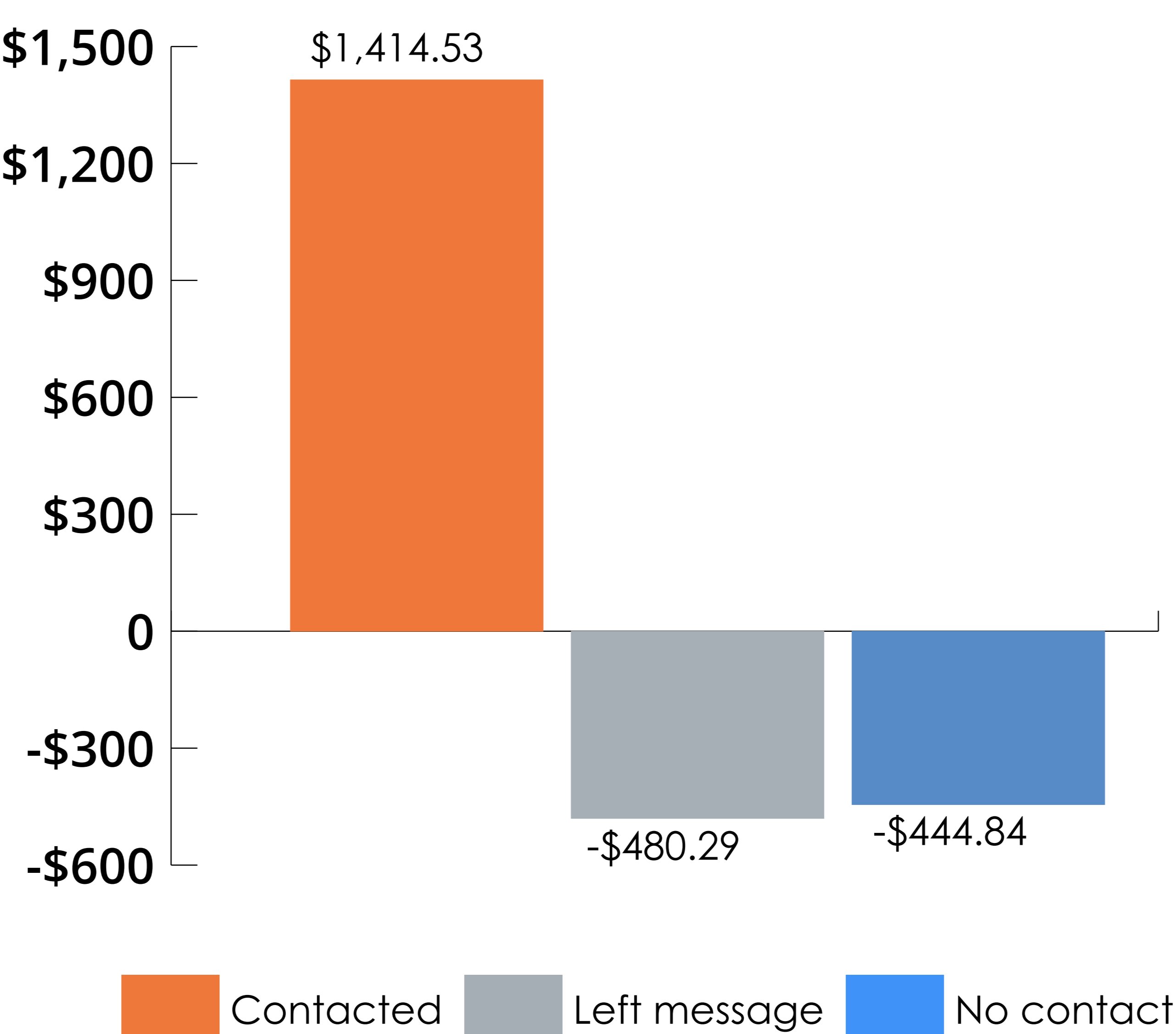


Proactive Calling Campaign

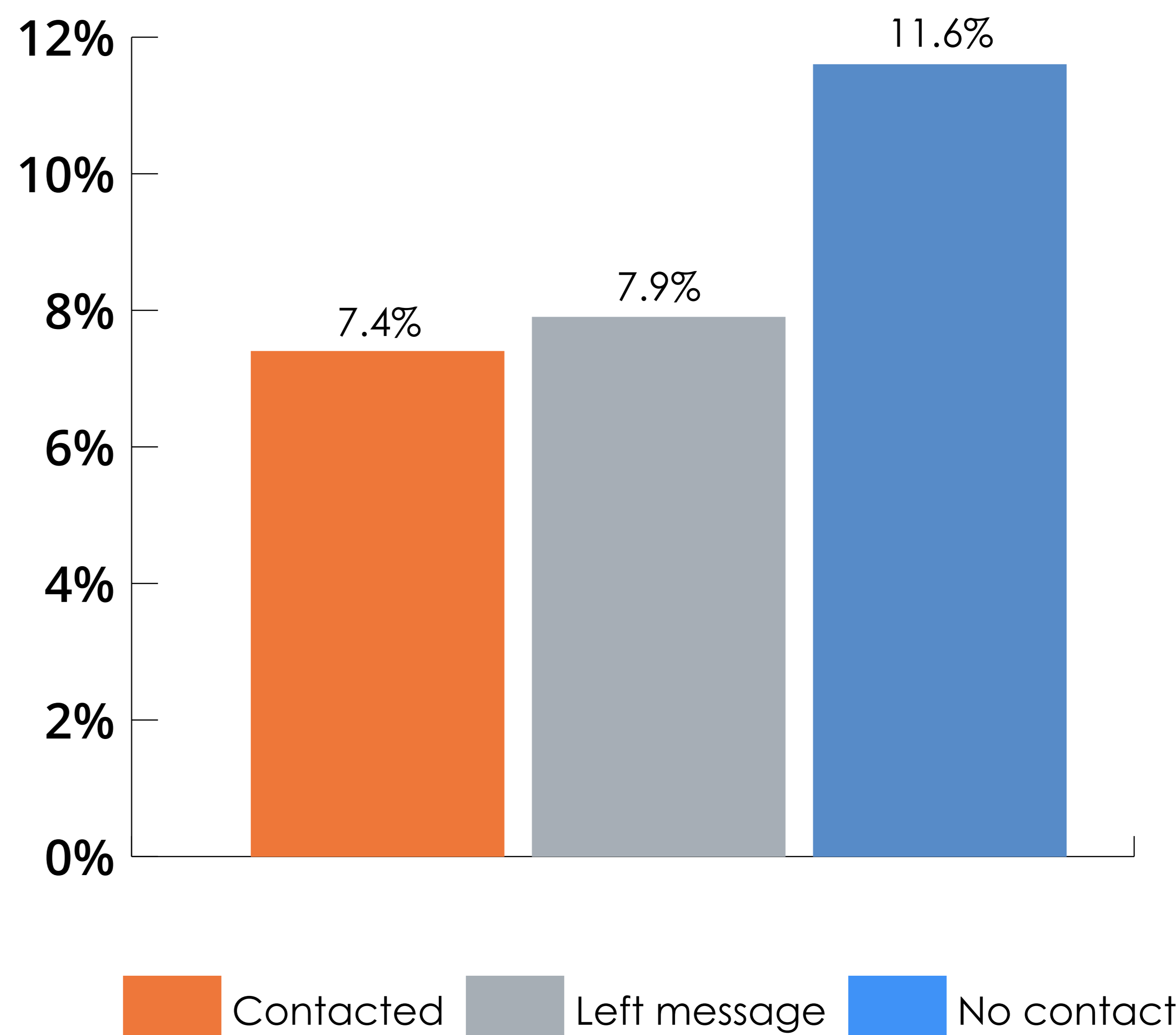
Total Balance Change



Average Balance Change



Percentage of Closures



Results for 2018–2021





As we all know, the key to our Credit Unions' success is a highly engaged and growing membership base. The cost and effort to acquire a new member is far greater than the effort required to keep an existing member satisfied, happy and consolidating more if not all of their financial services with us. In addition to our ongoing efforts to attract new members, we also know it is equally important and beneficial to pay the same attention to members at risk of closing their accounts. With help from Satori, these members can be identified based on a pattern of behaviour over a period of time. The goal is to re-engage these members-at-risk simply by placing a friendly service call that leaves a positive, caring impression. We have learned and measured that reaching out to these members in this very simple way and on a timely basis, literally and figuratively pays off.



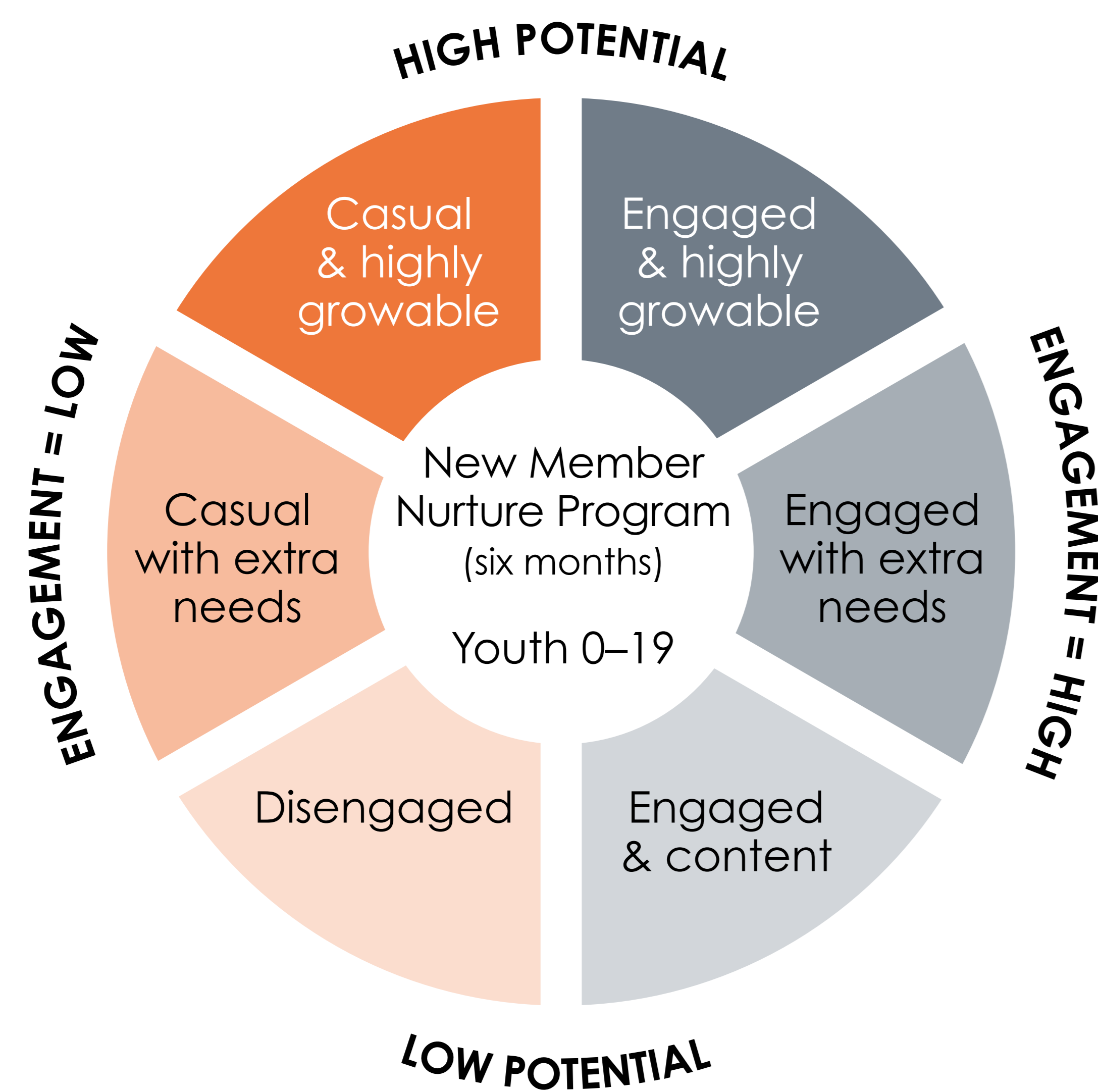
Rachel Osborne

Associate Vice President, Marketing & Business Development
Tandia Financial Credit Union




Maximizing potential means engaging with ...

The right members

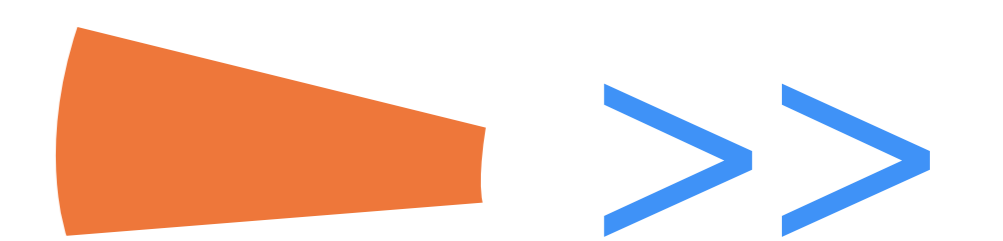


with the right offer

-  Next Best Product or Service
-  New Member Onboarding
-  Wealth
-  Primary FI
-  Channel Preference
-  Attrition

in the right way

-  Strategic and Organizational Alignment Support
-  Front Line Training and Coaching
-  Supplementary Member and Market Research



Maximize your potential today

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