

30%
Increase in
loan
applications

20%
New
membership
conversion

New Sales Support for Credit Unions

Client Challenges

A US based credit union offering a range of personal and business banking services faced stiff competition from larger financial institutions. The traditional marketing efforts were yielding limited results in reaching potential members, particularly in competitive markets. The client sought to revitalize its member acquisition strategy and boost lending activities. Recognizing the potential of lead generation through cold calling, the credit union decided to partner with Haanuwise to target a specific demographic segment including young professionals and recent graduates in the local area.

Project Methodology

- We, at Haanuwise, developed a script that emphasized the credit union's unique offerings, including tailored student loans, competitive interest rates, and digital banking features.
- The firm utilized advanced data analytics to identify individuals within specific demographic segments likely to be interested in the credit union's products and services.
- They then initiated personalized cold calling campaigns to engage potential members and promote the credit union's competitive loan rates and member benefits.

Impact Delivered

- Over the course of the campaign, the firm witnessed a 30% increase in loan applications, particularly in the student loan category.
- New memberships among the targeted demographic rose by 20%, and the credit union successfully positioned itself as a financial institution catering to the specific needs of the younger population.
- The cold calling strategy not only boosted loan volumes but also fostered a positive image of the credit union among a crucial demographic segment.
- Besides, the credit union's enhanced visibility in the market and improved conversion rates helped solidify its position as a trusted financial institution in the region.

