

SOLUTION BRIEF

Member 360 Insights for Credit Unions



Overview

The need for a credit union to create a comprehensive view of their members is essential to retain the most valuable members, to deliver just-in-time “next best offer” promotions, and to filter top-of-funnel marketing leads to identify the best prospects.

Using incumbent, legacy back-office infrastructure, the ability to view a single member’s unified profile and activity based on multiple, different account-based profiles is challenging. This solution brief describes how one state-chartered, federally-insured credit union with \$2B of assets under management successfully executed a Member 360 initiative. The credit union, located in the Southwestern U.S., provides a wide range of financial services to several hundred thousand members through over 20 branch offices.

Member-Based Focus

As with many projects, the first challenge facing the credit union analytics team was its legacy back office systems. The incumbent Fiserv platform managed members’ product activity as a series of accounts. A member would have an account number for checking, another account number for savings, yet another account number for a credit card, one more account number for a home equity line of credit, and so on. Each of these financial products was contained on its own database, and none of the databases talked to each other, making it nearly impossible to get a single view of a customer account.

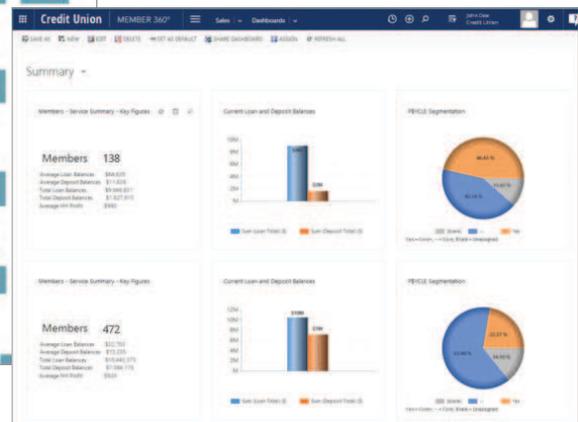
The overarching goal of the Member 360 initiative was to transition the credit union’s member records from account-based to member-based profiles. This would allow credit union employees to easily see all of the products the member is using, offering a complete view of the relationship that each member had with the credit union.

Panoramic Member Views

The credit union selected Microsoft Dynamics® CRM, as the single source of truth for every member. A previous initiative to feed data from multiple, disparate data sources containing member data via complex



The credit union runs Microsoft PowerBI on Unifi's Data as a Service platform to deliver key business metrics to the leadership team and ad hoc analysis throughout the organization.



ETL processes had failed badly. Designed to deliver daily updates by 8:00am, the system would take between 8 and 16 hours to run and never once achieved the on-time goal. About 40% of the time it failed to complete the complex data aggregation functions at all, leading to a total lack of confidence in the solution.

Insights in the Cloud

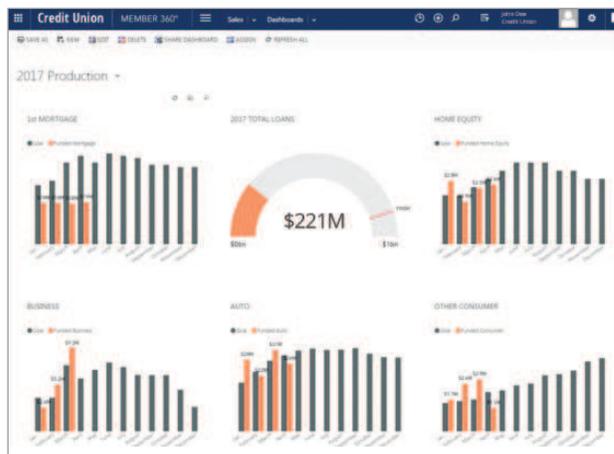
The credit union partnered with Unifi and Microsoft Azure to solve their data accessibility challenges by developing a data lake that runs on the Unifi Data as a Service platform. The Unifi professional services team worked closely with the credit union analytics team to identify the data sets that were required for the Member 360 and CRM initiative. Data connections were established to each of the sources and data started flowing through Unifi to the Azure platform.

In addition to the secure Azure hosting environment, Unifi seamlessly integrates with Microsoft HDInsight® that provides the data processing horsepower needed by the data lake to run concurrent transform jobs on Unifi.

The data governance features of Unifi allow the credit union analytics team to restrict column and row level access to any data set for specific users.

The Power of Visualization

Microsoft PowerBI® is the data visualization tool of choice at the credit union. This economical and powerful software is used by multiple departments across the



With Unifi's Data as a Service platform underpinning the Microsoft Azure data lake, combined member-based data is now updated nightly in Microsoft Dynamics CRM.

organization to turn the data from Unifi into easy to consume visualizations used in executive dashboards and for day-to-day operations.

The operationalization features of Unifi allow the analytics team to create complex workflow tasks. This enables “set and forget” functions to run during off hours maximizing the resources of the HDInsight environment with minimum impact on daily ad hoc analytics tasks. The operationalization of repetitive data transform jobs has substantially alleviated day-to-day IT tasks that were a major resource drain under the previous solution, often requiring IT staff to work nights and weekends to alleviate failures and restart processes when tasks did not complete.

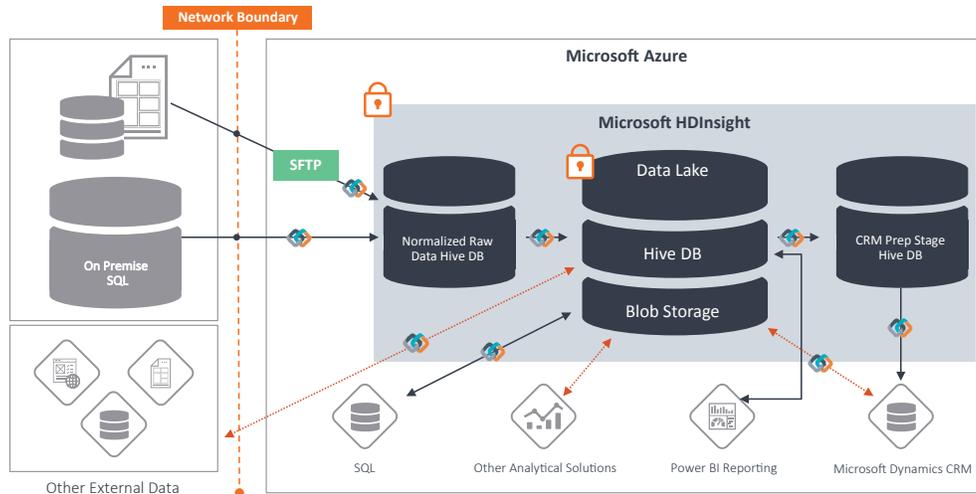
The end goal of the Member 360 Initiative was to provide the following to the business:

- Member journey status – Which product(s) a member uses and how frequently
- Deposit & loan summary, memos, flags, and alerts
- Loan status & history
- Marketing campaign & lead status/history
- Case status/history in support
- Offer interaction & management
- Channel usage – Debit card, direct deposit, home banking, mobile banking, cash management, investment representatives

Decision Support System

- Segmentation: P\$YCLE, Channel Segment, Profit Segment, Generational Segment, Relationship Segment
- Credit Score: MC, APPRO, Chex Systems, & Core
- Income: Mortgage Cadence, APPRO, P\$YCLE, Append
- Channel transaction analysis & summary
- Product & household profitability analysis

The Unifi Managed Azure Data Lake



Replacing a costly, time-consuming and ultimately inoperable EDW solution, the elegance of the Unifi Data as a Service platform has streamlined data operations and provided consistent results to the CRM system.

Member 360 Marketing

In addition to providing great value to existing members, the Member 360 program promises to deliver substantial value to the credit union's marketing and sales teams. The marketing team conducts multiple acquisition campaigns throughout the region. From farmer's market stalls, advertising and billboards, to segmented email marketing programs, a lot of raw leads are gathered monthly.

With data from the data lake, current member activity history can be combined with other lead sources, including requests for more information, contest entry forms, social media and web interactions, and mobile analytics. Third-party data sources such as Nielsen Spectra® data can also be included to overlay socio-economic data on the leads. All of this data is algorithmically joined in Unifi to create a profile for prospects that matches the credit union's best customers. The resulting insights are then fed directly into the Microsoft DynamicsCRM system to provide individual sales reps with a micro-targeted prospect list.

The Proof is in the Bottom Line

Since implementing their Azure data lake and Unifi Data as a Service platform the credit union has realized almost \$2.5M in incremental revenue. In addition, the reliability of the new environment has driven confidence around data throughout the organization. Other departments such as operations and finance are now reviewing methods and requirements based on more accurate and reliable data. The enterprise data and analytics team are confident in the technology's ability to deliver data throughout the enterprise, under strict data governance policies established and maintained by the team. Now that these procedures are in place, additional users throughout the credit union are being trained on the use of Unifi with the ultimate goal of empowering all employees to access the data in Azure to gain business insight from their data.

About Unifi Unifi provides Data as a Service in an integrated suite of self-service data tools that are powered by AI and optimized for the cloud. The tools include Governance & Security, Cataloging & Discovery, Data Preparation, and Community Collaboration. Governed by IT and operated by business users, Unifi alleviates data bottlenecks and delivers faster business insights.

