



# How Henrico Federal Credit Union Optimized Marketing for More Loan Conversions

Henrico FCU Senior Vice President of Member Experience Jason Ritter was using a credit data service to target its marketing efforts, but really needed more marketing support end-to-end.

## SEEKING RESULTS

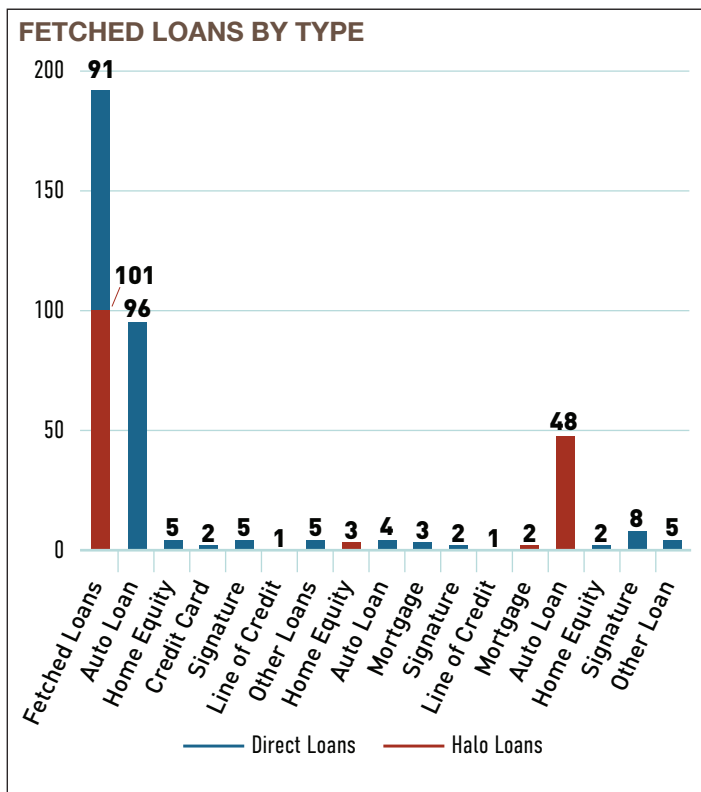
The \$390 million Henrico Federal Credit Union was not seeing the results it was striving for with its loan conversion and pre-approval campaigns. The credit union was struggling to make loans within its member base.

Henrico FCU serves approximately 32,000 members, yet only a small percentage of those members have multiple types of loans with the credit union. Ritter explained Henrico had been working with a credit bureau provider for a number of pre-approval campaigns, primarily focusing on auto loans and credit cards. Working with this provider earned Henrico moderate success, but it wasn't end-to-end marketing support; all the marketing was left to Henrico's small marketing team.

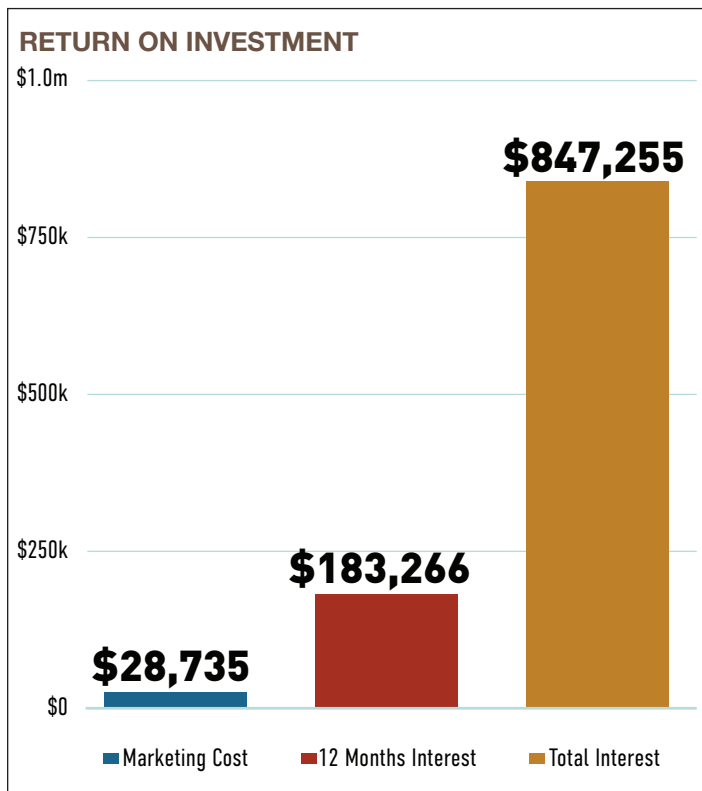
By leveraging credit data that tracked when potential borrowers were in the market, Henrico FCU's highly targeted marketing approach evolved to become more efficient and messaging more effective. The results have been even better than Ritter expected.

Between June 2020 and February 2021 alone, the credit union brought in 96 auto loans for a total of \$2.8 million. Most of the auto loans stay on Henrico's books around 30-36 months, so by the program's end, it will pay for itself 10X over, according to Ritter.

Henrico also earned halo loans – loans which came about from the credit union's auto loan marketing communications – totaling an additional \$2.4 million. That's a grand total of \$5.3 million in new



loans through this campaign between June 2020 and February 2021, despite COVID-19!



## TOP-NOTCH SALES & SERVICE

Ritter met a representative from Ser Tech at a conference he was attending. At the time, he had recently finished a triggers campaign focused on home loan credit inquiries through a credit bureau. It experienced minimal success. While still at the conference, Ritter spoke to credit union executives, one of whom had partnered with Ser Tech several times in the past with tremendous success.

Improved targeting, additional reporting and comprehensive marketing support and delivery options came at a price less than Henrico’s previous triggers partner. The combination of the client referral from another credit union and the education provided by the Ser Tech representative led Ritter to say: “Sign me up!”

Collaboratively, the parties dug deeper into projections and modified them based on how much Ritter wanted to spend and the target market the credit union wished to reach. “Once I got together with the Ser Tech team and got the projections nailed down, I felt really confident about what the program was going to produce and provide,” Ritter said. “The sales experience was awesome!”

Ritter said the service has been outstanding, as well. Whenever adjustments to collateral needed to be made, the service team was there to accommodate what they were looking for. When running the first campaign program, Ritter had many questions, and the Ser Tech team was quick to respond to any questions he had.

Henrico has gone on to run other Fetch Marketing Trigger and loan recapture programs. When we spoke with Ritter, Henrico was running a home equity recapture and a mortgage triggers program that have each earned promising numbers so far. In the first 30 days of the home equities recapture, they’ve identified 1,200 members that have home equity somewhere else and have converted four over to Henrico, and the mortgage Triggers campaign has also netted new loans for the credit union.

“They provide a solid service at a really good cost, so at the end of the day, you can say, ‘I spent a certain amount, and I gained this from that campaign,’” Ritter concluded, “Because in our world, you don’t want to spend dollars that are losses.”

“We’re so pleased for Henrico and Jason’s success on Ser Tech’s platform,” Dawn Koeshall, Sales Manager said. “Our team truly does walk our clients through every step of the way, because we all love what we do and believe in the impact credit unions can have for their members.”

## ABOUT AUTHORS

Shana Richardson is passionate about the positive role community financial institutions play in consumer finance around the world. Delivering socially responsible financial services is her life’s mission, which led her to found Ser Tech, a credit data-driven marketing, credit education and risk management firm, with her business partner and co-owner, Chairman Mike Covert, more than 25 years ago. Ser Tech has worked with thousands of institutions and collaborates with partners and strategic alliances to continually deliver value to its clients. During Shana’s tenure, the company has grown from a startup to supporting more than \$1 billion in loan growth per year for community financial institutions.



Shana has co-chaired the Southern California Global Women’s Leadership Network Sister Society since 2019, with a primary initiative to end human trafficking. She was honored with the 2017 Athena Award from GWLN, presented to individuals who make outstanding contributions to women’s leadership in the international credit union movement. As a part of that, she mentored a group of talented, rising stars in Thailand to achieve their CUDE certification in 2017 in partnership with GWLN and helped launch four GWLN Sister Societies in the Philippines and initiated the opening of the Business Development Center with Empowerment Grants, enabling hundreds of female entrepreneurs living in rural communities.

Sarah Snell Cooke is principal at Cooke Consulting Solutions, a communications strategy and business development firm serving business partners in the community financial institutions market. She has more than 20 years of experience in communications and credit unions. Her belief in the power of credit unions led Sarah to form Cooke Consulting Solutions to use her leadership and skills to help connect credit unions with excellent business partners to help them grow and serve more consumers. She is currently also the secretary of the board at \$500M APL FCU, volunteering there since 2011, and co-chair of the DC Sister Society of WOCCU’s Global Women’s Leadership Network since 2014.



Sarah served as publisher and editor-in-chief of Credit Union Times, leading the No. 1 industry publication to two consecutive years of record readership, revenue and profitability. She was named to the 2015 Folio Top Women in Media and ALM Media’s 2015 Manager of the Year.

Cooke holds an MBA and a Bachelor of Arts in political science with a minor in journalism.



*We believe in responsible consumer credit services. People should have access to fairly priced credit, whether personal, credit card, vehicle, student or mortgage loans. Fair credit helps families and their communities to thrive and grow. That is why Ser Tech is uniquely focused on developing financial technology services to help lending institutions empower lives.*



—Ser Tech Founder/CEO Shana Richardson



**SCOTT ADAMS**

**Sales Executive**

469.385.6994

Scott.Adams@SerTech.com

This Indiana native has worked to help lenders grow for more than 30 years!

**DAWN KOESHALL**

**Sales Executive**

469.916.6924

Dawn.Koeshall@SerTech.com

Dawn, an avid hiker, has been working with credit unions for more than 30 years!

**CONTACT SER TECH TODAY!**



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