



Why ECU adopted conversational text messaging to improve digital services

Key Highlights:

- Text message reply rate of 70% by members & non-members applying for loans, with over half responding by text in 90 seconds.
- 69% completed an application, and over 50% of these individuals were approved for loans.
- 1800% ROI and break-even after just four loans are funded.

The Financial Institution

Educators Credit Union

Headquartered in Racine, WI, Educators has assets of nearly \$2 billion, 22 branch locations, and nearly 185,000 members.

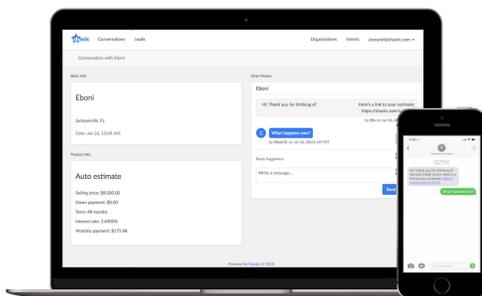


The Challenge

Educators was evaluating ways to **accelerate their member communications, increase engagement and speed up response time** for loan inquiries. In fact, the credit union had a dedicated team looking a number of possible technology vendors.

ECU reported how a majority of loan questions received by their member services team were redundant. Additionally, one quarter of these questions were asked after business hours or over the weekend. The team was determined to find a solution to overcome these challenges.

Solution



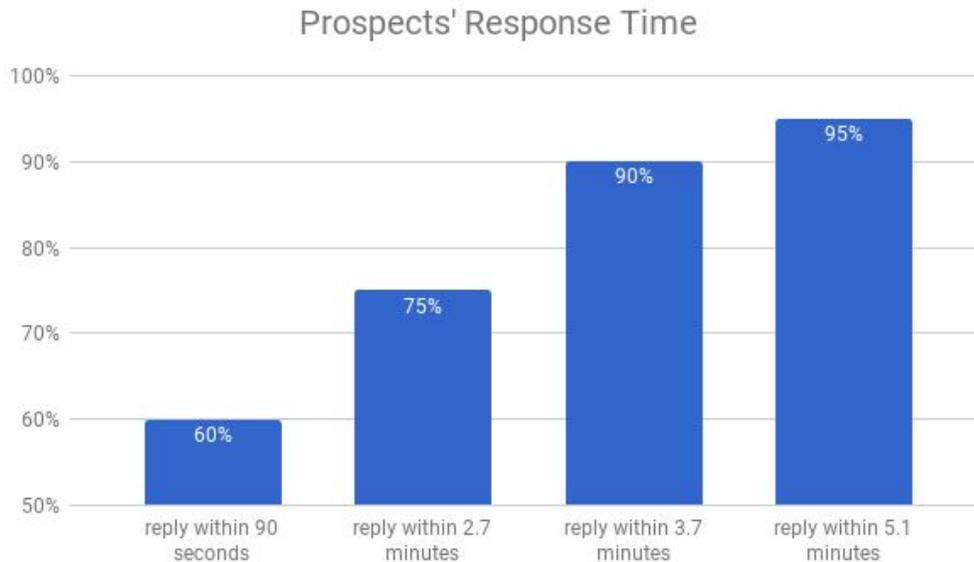
After learning more about Shastic's new text messaging platform, Educators decided to take advantage of the Elle 2-way conversation SMS platform. ECU viewed Elle as an easy way to instantly engage with those individuals who visit ECU's website or online loan application.

Their team realized the text messaging platform provides their members and non-members with quick, informative answers about loans. Elle's messaging automation workflows also provided ECU the ability to communicate after-hours.

Setup was simple and the Shastic team had ECU up and running on the first day. Educators plan was to integrate Elle into their existing operating structure so they could simply start interacting with members' by SMS on day one.

Results

In the first few months of using Elle, Educators boosted their **text messaging response rate for loan inquiries to 70%**. The average response time for members and non-members texting the credit union **averaged less than 90 seconds per message, with 95% responding within 5.1 minutes**.



An impressive 60% of people who received text messages from ECU responded to the credit union within 90 seconds or less, with 9 in 10 responding in less than four minutes.

Additionally, there was a surprising amount of non-member engagement on the Elle platform. Nearly **one-third of everyone engaging by text message were non-members**, many of whom completed loan applications and will soon become new members.

Even more remarkable, **69%, completed a loan application**. ECU approved 50% of these prospects for a loan, with 79% currently being finalized.

With Elle, ECU's acquisition costs remain very low for the results achieved. The credit union is on pace realize a healthy **ROI of 1800%**.

ECU ROI Analysis

Text Messaging Engagement	Worst Case	Average	Best Case
New loans funded using Elle Platform (Annually)	25	49	74
Educators CU			
Avg Annual Yield (%)	4.18%	4.18%	4.18%
Avg Loan Balance	\$14,080	\$14,080	\$14,080
Interest Income Generated per Loan	\$926	\$926	\$926
Gross Income Generated per Year	\$22,681	\$45,361	\$68,042

Annual Return-On-Investment (ROI)	850%	1800%	2749%
Annual Breakeven (# of loans)	4	4	4

Educators is on pace to achieve an ROI of 1800% and break-even after just four funded loans!

Looking Ahead

Shortly after implementing Elle, ECU experienced a noticeable increase in engagement. The credit union will continue to utilize the text messaging solution to achieve higher satisfaction and stronger member relationships by using the digital engagement channel they prefer most.

By adding text messaging as a direct communication channel for loan inquiries, Educators is on pace to substantially grow both member and non-member engagement this year. Elle has also proven to empower the credit union's operations and scale their lending, marketing, and member service teams.

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“Elle was intuitive and incredibly easy for us to get up and running.

It gave us the ability to help members through the loan process using the communication channel that's most convenient for them.”

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-Emily Olson, Marketing Development Specialist at ECU