



Park Community's funded loans jump after adding text messaging

Key Highlights:

- 3 out of 4 members' completed online loan applications after receiving a text message from Park Community Credit Union.
- A total of 5 text messages sent per conversation to answer questions, resolve issues or help the applicant complete the application.
- Approximately 50% of message engagement came from non-members.

The Financial Institution

Park Community Credit Union

Established in 1965 in Louisville, Kentucky, Park Community has grown to approximately \$900M in assets and over 90,000 members across more than 20 counties throughout Kentucky.



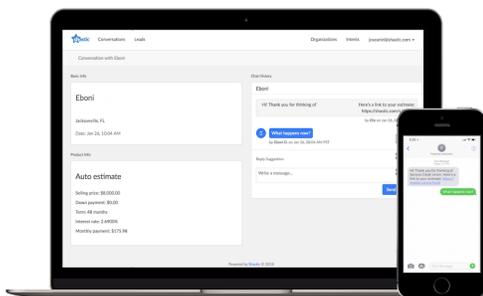
The Challenge

In late 2018, Park Community was evaluating messaging communication services to create a better experience for their members as they moved through the digital application. Additionally, the credit union needed a text messaging platform that could **accurately capture loan prospects in real-time** and **help guide them through the digital journey** each took before entering Park's online loan applications.

Park Community recently moved to a centralized lending team and felt a **central communication platform** would compliment their new structure. It was also important to have a platform where they could immediately interact with members who enter their online loan application.

The Financial Brand has noted how "**abandon rates for online banking applications** are at an all-time high of 97.5%." Higher member engagement in the application process has shown to increase the ratio of completed applications, a positive driver for revenue growth.

Solution



Knowing text-messaging is a preferred method of communication in today's society, Park Community put their emphasis on using it as a way to create a better overall experience for their members. Additionally, the credit union welcomed a text messaging platform that could accurately **track loan prospects in real-time** and help **guide them through the digital journey** using SMS automation upon entering Park's online loan applications.

In early 2019, Park Community expanded the services offered by Elle to cover real-time tracking and automated application-recapturing when the applicant becomes inactive.

Elle integrates with the systems Park Community already uses including MeridianLink for their loan origination system (LOS) and new account system, XpressAccounts, along with AccessSoftek for mobile banking. These cross-technology connections are important to Park to better shape the quality of the member's digital journey.

For Park Community, the platform **improved their lending process** by reducing loan abandonment and driving more loans to booking. For instance, the platform helped their team understand where each prospect stood in the application process, triggered responses following specific actions, and re-engage with applicants if they became inactive or abandoned an application.

Results

Park Community has seen a significant growth in member communication as well as loan turnaround times since our implementation of Elle.

After implementing text messaging into their online loan applications, Park Community experienced a noticeable increase in user engagement and application completion rates. In the last three months, the financial institution has reported that nearly 75% of those that participated in a text message conversation **completed an online application**.

Overall, Park Community realized a sizable increase in completed applications through their online application channel, rising to 65% from 55% during the same period last year.

In addition, there was an equal amount of member vs non-member engagement on the Elle platform, with **50% of messaging engagement coming from non-members**.



With Elle, Park's acquisition costs remains low for the results achieved. The credit union is on pace to generate a healthy **ROI of over 2000%** Please see below.

Park Community ROI Analysis

Text Messaging Engagement	Worst Case	Average	Best Case
New loans funded using Elle Platform (Annually)	130	260	390
Park Community			
Avg Annual Yield (%)	4.82%	4.82%	4.82%
Avg Loan Balance	\$19,740	\$19,740	\$19,740
Interest Income Generated per Loan	\$1,501	\$1,501	\$1,501
Gross Income Generated per Year	\$195,148	\$390,295	\$585,443

Annual Return-On-Investment (ROI)	984%	2068%	3152%
Annual Breakeven (# of loans)	19	19	19

Following the implementation of the Elle text messaging platform, Park is on pace to average 260 new loans funded over the year, with an ROI of over 2000%!

Looking Ahead

After implementing text messaging into their online loan applications, Park experienced a noticeable increase in user engagement. The results are impressive with far more people are completing digital applications rather than abandoning them, with a great number of accounts opened and loans being funded.

By adding text messaging as a convenient, digital communication channel for loan inquiries, Park is on pace to achieve further growth this year. Going forward, the credit union will continue to utilize the Elle text messaging service to improve their digital lending experience.

“Elle was invaluable for us to make the shift to a scalable, central lending structure. It has been a strong revenue-generating platform for Park Community.

- [Jennifer Hammond, AVP of Lending at Park Community Credit Union](#)