

CASE STUDY

All In Credit Union

How the credit union used SavvyMoney's loan application solution to increase conversion rates.



AT A GLANCE

About All In Credit Union

- 143,000 members
- \$2B in assets

SavvyMoney Partnership

- Launched March 2019
- 46% online banking user adoption

Impact

- 3-click app process
- 43% increase in completed applications

145%

**INCREASE TO APPLICATION
SUBMISSIONS**

"We were seeing good engagement with digital offers but low application submission rates. Once we replaced our long application process with SavvyMoney's streamlined 3-click experience, we saw application volume increase almost immediately."

Todd Peeples
SVP, SALES & LENDING

SITUATION

All In Credit Union was eager to measure the impact that SavvyMoney's streamlined, 3-click digital loan application product would have on its loan volume and conversion rates. The MeridianLink API-based product, which can be easily implemented without requiring extensive development, is designed to make it easier for digital banking users to take advantage of personalized offers delivered through SavvyMoney's credit score solution. All In Credit Union started to leverage the new 3-click application with SavvyMoney users in May 2022 and the results have been astounding.

RESULTS

- Prior to leveraging SavvyMoney's new loan application submission product All In Credit Union was averaging about a 45% completion rate.
- After implementing the new application experience, All In started averaging a 63% completion rate
- In addition to increasing application volume, All In Credit Union was able to substantially improve the member experience by leveraging SavvyMoney's offer engine and marketing tools which make it incredibly easy to deliver personalized offers and messaging at the member-level.