

Success with SavvyMoney Analytics

The SavvyMoney logo is displayed in white text on a blue background.The Veridian credit union logo is displayed in white text on a green background.

Timeframe:

Campaign conducted **October 2019**

Goal:

Save members money by moving their higher interest auto loans to Veridian at a lower interest rate.

Type of Outreach:

Call campaign

Campaign Criteria

Top 2 Credit Tiers

Balance > **\$10,000**



Loan Volume
Booked

\$970,728



Loans
Booked

36



Members
Called

288



Success
Rate

13%