

CASE STUDY

TTCU Federal Credit Union

How TTCU drove loan growth by encouraging their members to engage with SavvyMoney.



AT A GLANCE

About TTCU Federal

- 148,000+ members
- 85K digital banking users
- \$2.6B+ in assets

SavvyMoney Partnership

- Established December 2019
- 41% user adoption

Financial Impact

- 8.7MM+ loan volume influenced by SavvyMoney

\$8.7MM
IN LOAN GROWTH

“As part of TTCU’s vision of ‘enriching life through financial leadership,’ we are committed to helping members achieve their financial goals. SavvyMoney enables us to integrate a real-time credit score within our existing digital banking platform. The solution also comes with proactive tools designed to help members monitor and maximize their financial health and usage statistics indicate these tools are very popular with our member base.”

Jeff Baenziger
VICE PRESIDENT, DIGITAL STRATEGIES
TTCU FEDERAL CREDIT UNION

OPPORTUNITY

TTCU recognized the significant impact that SavvyMoney could have on its members and overall growth. For members, SavvyMoney offered credit score visibility and personalized guidance, proven to measurably improve financial health. For TTCU, SavvyMoney’s real-time analytics and integrated marketing tools could drive measurable loan growth. However, to fully realize the value of SavvyMoney, TTCU needed to increase member adoption and engagement with the credit score solution.

SOLUTION

Jeff Baenziger, Vice President of Digital Strategies at TTCU, felt there was an opportunity to increase member adoption by making SavvyMoney more visible with the mobile banking experience. To address this, his team integrated a SavvyMoney widget to its existing mobile banking dashboard. Almost immediately, the improved visibility drove more enrollments as well as enhanced engagement with offers and marketing efforts which were now easier to see and access.

IMPACT

Adding an easily accessible SavvyMoney widget to the mobile platform resulted in higher adoption, engagement, and loan growth.

- Over 25% increase to overall SavvyMoney adoption among TTCU’s digital banking users
- 43% of enrolled members increased their credit score tier
- 4x increase to average monthly enrollments, largely attributable to the mobile channel
- 33% increase in total loans funded within the first 7 days of enrollment