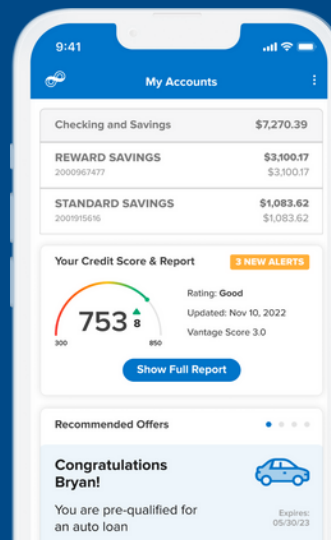


Knoxville TVA Employees Credit Union



AT A GLANCE

About Knoxville TVA Employees CU

- 268,000 members
- 152,000 digital banking users
- \$4B in assets

SavvyMoney Partnership

- Launched July 2019

Impact

- 150% increase in funded loan volume through SavvyMoney's Offer Engine
- 90% product engagement rate

\$6.8M

IN INCREMENTAL LOAN VOLUME

"SavvyMoney is always looking out for our best interest and we love that now members are automatically enrolled in the solution and get instant access to their credit scores, financial education tips, and so much more. As an added benefit, we have seen a tremendous amount of loan growth through the SavvyMoney Offer Engine. Thank you for being a financial advocate for our members!"

Darren Lee

VP, CONSUMER LENDING

OPPORTUNITY

Knoxville TVA Employees Credit Union has experienced exceptional engagement and success with SavvyMoney. As part of their philosophy of people helping people, they wanted to make it even easier for every member to reap the benefits of free credit score visibility, financial education, and personalized offers automatically. In addition, SavvyMoney would empower the credit union with real-time credit insights and digital marketing tools to deepen and grow member relationships.

SOLUTION

The credit union decided to leverage SavvyMoney's auto-enrollment feature, which, as the name suggests, automatically enrolls all digital banking users into the SavvyMoney solution. Once enabled, all features and benefits would be made available to members upon logging in to online or mobile banking.

IMPACT

Within 45 days of enabling auto-enrollment, the credit union saw incredible results, ranging from increased engagement to substantial loan growth.