

# Greater Nevada Credit Union



## AT A GLANCE

### About Greater Nevada CU

- Digital Banking Users: 61,000+
- Assets: \$1.6B+

### SavvyMoney Partnership

- Launched November 2022

### Impact

- 12 months after enrollment, users who improved their score averaged an 106-point increase.
- 12 months after enrollment, users who enrolled with a score below 600 and improved saw an average score increase of 184 points.

## OPPORTUNITY

Greater Nevada Credit Union's (GNCU) dedication to improving the digital experience for its members is rooted in a strong, member-first approach. This commitment begins with an annual survey that seeks to understand the specific needs of its members. GNCU's focus on being member-obsessed drives its continuous efforts to adapt its services to match member expectations. In their most recent survey, 47% of members wanted free access to credit scores and financial well-being tools integrated directly into their digital banking. This feedback signaled a clear opportunity for GNCU to enhance its digital offerings and better support its members' financial wellness journey.

## Results:

### 106 POINT SCORE INCREASE

for users who improved their score saw an average increase from enrollment to their latest score.

### 184 POINT SCORE INCREASE

for users who enrolled with a score below 600 who improved saw an average score increase.

## SOLUTION

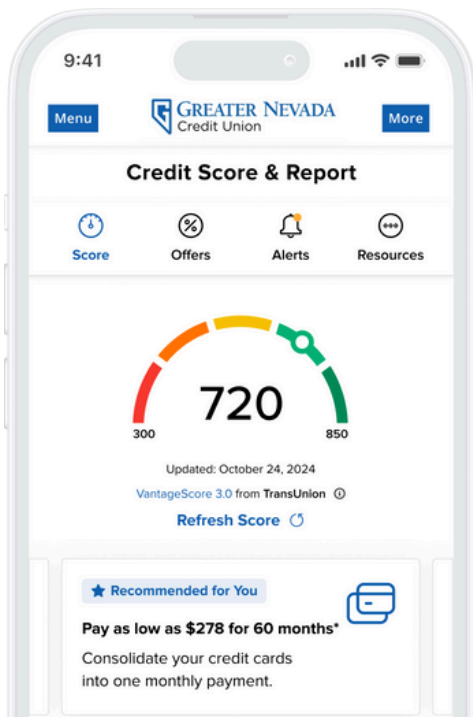
In response to this feedback, GNCU swiftly took action to deliver the desired solution. Partnering with its digital banking provider, GNCU implemented SavvyMoney within just six weeks. This rapid rollout showcased GNCU's agility and SavvyMoney's ability to integrate seamlessly into the credit union's existing digital ecosystem. By acting quickly, GNCU was able to address its members' needs and begin making a tangible impact on their financial health. The SavvyMoney platform, with its robust tools like the credit score simulator and personalized financial insights, enabled members to see immediate changes in their credit scores just weeks after the launch.

## HEAR FROM GREATER NEVADA:

“SavvyMoney has allowed us to bring value to our membership through financial education tools that we offer along with built-in tools such as the credit score simulator and allowing them to set credit goals. The improvement we have seen our members make to their credit scores allow them to take advantage of the offers within SavvyMoney that help them reach financial goals such as home ownership or buying a car. Our passion is to help more people live greater, and SavvyMoney helps us accomplish this!”

### Veronica Gomez

VP, DIGITAL BANKING EXPERIENCE  
GREATER NEVADA CREDIT UNION



## RESULTS

Since January 2023, the partnership between GNCU and SavvyMoney has produced impressive, measurable results.

- 42% of GNCU members improved their credit score by at least one tier.
- Members saw an average credit score increase of 106 points.
- Credit-impaired members experienced the most dramatic change, with an average increase of 184 points.

These credit score improvements empowered members to access better loan rates and financial products, strengthening their financial confidence. This success also reinforced GNCU’s member relationships, driving greater loyalty and retention.

## CALL TO ACTION

SavvyMoney has proven its ability to enhance financial wellness by delivering real, measurable results. Financial institutions looking to deepen their relationships with members and improve their financial well-being can benefit from SavvyMoney's robust tools and insights. By integrating SavvyMoney into your digital ecosystem, you can offer your members a personalized, impactful experience that fosters long-term financial confidence and loyalty.

