



CLIENT SUCCESS STORY
USPS FEDERAL CREDIT UNION

USPS Federal Credit Union, which prides itself on outstanding member service, has deployed Baker Hill Analytics to improve its marketing strategy and strengthen member relationships with more relevant product and service offerings. By leveraging the data-backed insight of Baker Hill Analytics, USPS FCU can deeply understand how to best serve its members.

THE CHALLENGE

USPS FCU, based in Clinton, Maryland, has served members since 1934, when it was founded to serve employees of the United States Postal Service. The credit union now serves over 23,000 members, offering a variety of services including loan options, checking and savings accounts, financial counseling and investment resources.

Although the Credit Union had an analytics solution already in place, USPS FCU experienced challenges with using the technology to its full potential and the lack of individual attention from the software provider made it difficult, if not impossible, to address the issue. Instead, USPS FCU needed a solution that would help its employees execute more strategic marketing campaigns. William Yarborough, CEO of USPS FCU, also wanted his staff to use the solution and get excited by discoveries identified within the data.

The ultimate goal was to implement an analytics solution that would support more accurate, targeted marketing campaigns and enable its employees to meaningfully engage with members. This requires marketing campaigns

tailored towards products and services that are relevant to their members' distinct needs and not clutter their mail box or in-box. The Credit Union sought to utilize an analytics program that would drive informed and effective marketing initiatives, helping USPS FCU attract and retain members which positions the credit union for future growth while at the same time employing its resources more effectively.

THE SOLUTION: BAKER HILL ANALYTICS

USPS FCU chose to implement Baker Hill Analytics to gain deeper insights into its products, branches and members, as well as receive the individual support the credit union needed to successfully leverage the solution. The credit union's employees appreciate that Baker Hill takes a partnership approach with its clients through implementation and beyond, where Baker Hill is equally invested in the credit union's success as their own.

Baker Hill Analytics provides a single access point for USPS FCU's data, where all data is integrated, eliminating silos and fragmented information. This provides the credit union with a comprehensive view to inform strategic

"Working with Baker Hill Analytics has changed the way that our credit union operates, as we have been able to base our decisions on data more so than guesswork. Our partnership with Baker Hill helps us drill down and learn about our members in ways we would be unable to do otherwise. These insights help us develop and evaluate our strategies and results which enable us to provide our members with greater value and a better experience. I believe the discoveries Baker Hill Analytics enables turns people on and leads to thinking of new things that may not have been thought of otherwise."

William Yarborough | CEO | USPS Federal Credit Union



planning initiatives and top-of-mind marketing campaigns. Rather than take a generalized approach to marketing, Baker Hill Analytics enables USPS FCU to tailor its marketing efforts and target key customers with specific, relevant offers.

THE RESULTS

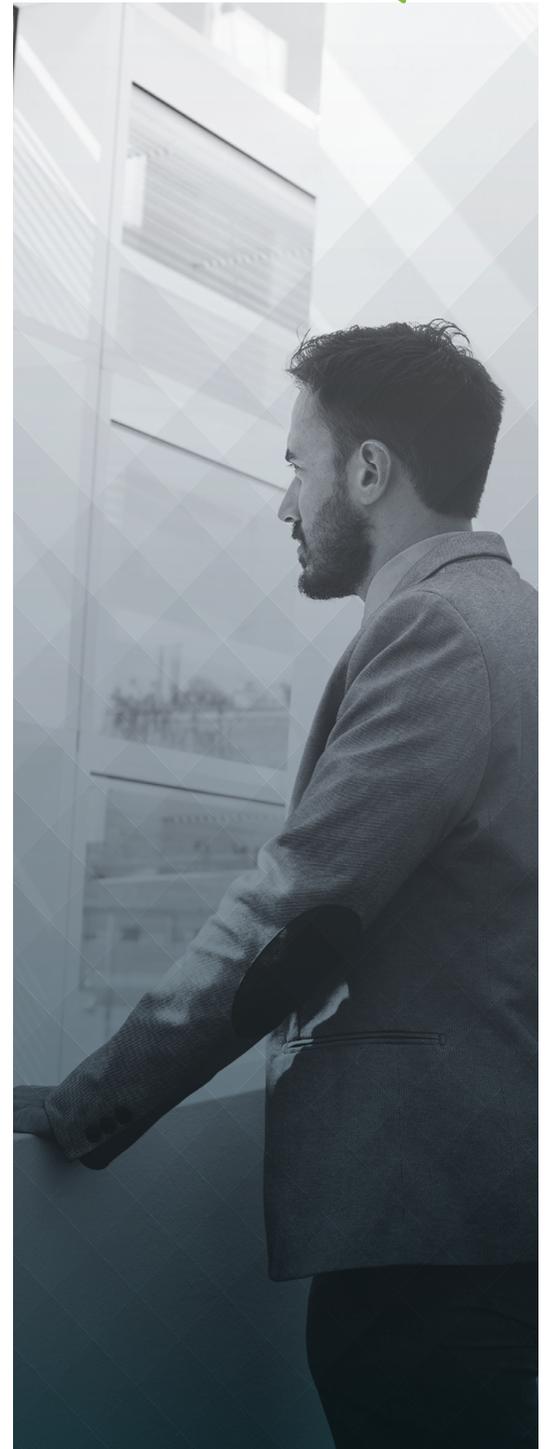
Since deploying Baker Hill Analytics, USPS FCU has increased its member engagement through more focused marketing campaigns. The solution has enabled the credit union to better identify new opportunities and act upon them by sending highly relevant marketing offers, which has strengthened member relationships. This also ensures that USPS is able to maximize the ROI from its marketing campaigns.

With Baker Hill Analytics, USPS FCU is also able to segment members based on demographics, where they live, how old they are and what products they use then using the solution's predictive analytics, the credit union can identify the next best product or service for that group or individual. Additionally, USPS FCU uses the solution to pinpoint members who have recently joined the credit union and find ways to get them engaged. For example, USPS FCU can review what loans or deposits a new member brought to the credit union and use that data to craft relevant offers within the first 30 to 60 days of their membership.

Furthermore, USPS FCU values how Baker Hill Analytics has helped them identify potential concentration risks within its portfolio. For example, this occurs when most of an institution's deposits are provided by a small portion of the customer or member base, which puts the institution's bottom line at risk. By using Baker Hill Analytics to identify concentration risk, USPS FCU is able to adjust its products and marketing efforts accordingly to manage and track that risk.

USPS FCU is also utilizing Baker Hill Analytics to assist their members in becoming more financially literate. Employees use the analytics tool to identify members who can improve their financial behavior and from there, target those members with educational content on how they can better manage their money, resulting in a positive member experience.

Baker Hill Analytics has empowered USPS FCU to maximize its use of data, optimize marketing initiatives and most importantly, strengthen member relationships, all through effective and meaningful data analysis.



Baker Hill empowers progressive financial institutions to increase revenue, reduce risk, and drive more profitable relationships. As the #1 provider of member business lending services, Baker Hill serves 500 financial institutions, including more than 20% of the top 150 banks in the U.S.

©2017 Baker Hill Solutions, LLC. All rights reserved. Baker Hill and the Baker Hill marks used herein are trademarks or registered trademarks of Baker Hill Solutions, LLC. Other product and company names mentioned herein are the property of their respective owners.

For more client success stories, visit bakerhill.com/clients or call us at 800-821-8664

