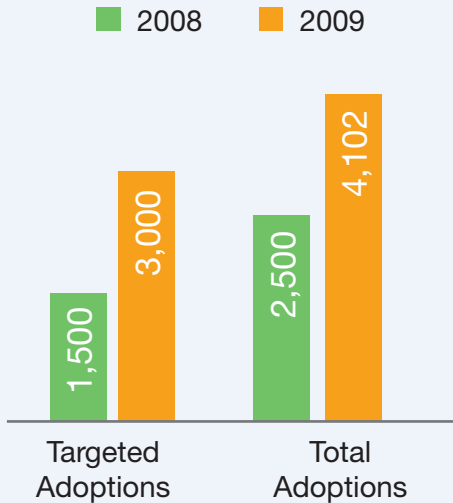


Case Study

The Results



New Optimum Accounts **1,385**
2,488

New Members **1,147**
2,085

Increased Interchange Income **19%**
16%

Credit Union Profile

The FAA Credit Union, a community-chartered credit union originally started to serve the Federal Aviation Administration located in Oklahoma City, has over 42,000 members and assets in excess of \$380 million.

Challenge

Attracting Gen X and Gen Y Members

Summary

FAA Credit Union needed to raise revenue and reduce costs by increasing membership, adoption of e-statements, and usage of their check card.

Attracting new members, specifically those in their 20s and 30s, called for a competitive edge and feature-rich products to appeal to the technically-savvy GEN-X and GEN Y.

Additionally, to realize cost savings, the credit union required creative methods to incent existing and new members to “go green” and adapt to convenient e-statements.

Solution

FAA Credit Union implemented CULoyalty, an interactive loyalty program from CUBUS Solutions that powers the credit union’s Optimum Checking Account.

Members with the Optimum Checking Account earn premium interest rates and other rewards, are refunded ATM fees, pay no monthly fees, maintain no minimum balance, and receive e-statements and e-alerts.

The CUBUS checking solution gives FAA Credit Union a competitive advantage in the marketplace which has led to increased membership growth and retention, attracted younger members, who appreciate the online banking services and rewards for their use. Net-net: FAA Credit union has increased income and reduced operational costs.

“We couldn’t believe the positive response we got so quickly with CULoyalty. Over one thousand enrollments in our Optimum Checking and more than one thousand new members in a year, with half being in our target age, was an incredible result.”

“On top of that, we are saving thousands per month in paper costs with the increased usage of the e-statements. Working with CUBUS has been the ultimate win, win, win.”

Jef Fialkowski
FAA Credit Union