

Consumers Credit Union Case Study

ClickSWITCH™ Solution Provides Benefits for Credit Union and Its Members That Exceed Expectations

Consumers Credit Union, headquartered in Kalamazoo, Michigan, has more than \$650 million in assets and has averaged 18 percent annual growth for nearly 30 consecutive years. Locally owned since 1951, they serve more than 65,000 individuals and businesses through 16 offices.

Commitment to Providing Better Service and Newest Technology Leads to Switch Solution that Delivers a Positive Impact for New and Existing Members

With a commitment to provide the latest technology to best serve its members, the Consumers team was pleased to learn about a product that would easily help new members switch over their direct deposits and automatic payments from a different financial institution.

“Transitioning to a new financial institution has always been a pain point for new members,” said Chief Sales Officer Jeff Visser. “ClickSWITCH provides a unique automated solution to do just that.”

He explained that some of the Credit Union’s existing members who were overwhelmed at the thought of moving over their automatic payment and direct deposits to the Credit Union were delighted to hear that ClickSWITCH is an easy option for them.

What’s more, Visser is quick to point out that by increasing the number of “active checking” accounts, the Credit Union’s revenue has increased.

Positive Reaction and Adoption by Credit Union Staff

When Consumers first adopted the new technology in April, Visser said their staff was a little cautious, they wanted to see how the new service played out and if it worked as promised.

Now more than six months into implementation, Visser reports a steady increase in monthly switches.

“Now that they know the product works and they have confidence in offering it, we are seeing our team utilizing it regularly throughout the month.”

Consumers Credit Union has estimated saving members more than 500 hours from the months of April to September by automating the switch process.



Vendor Support Leads to Smooth Implementation Process

Consumers is able to smoothly manage its ClickSWITCH program internally through a project team that is responsible for tracking results, providing individual on-going employee training and keeping up-to-date on any member issues. Visser credits the training and tools provided by ClickSWITCH as a real benefit to a successful start.

“Implementation was smooth and on target,” said Visser. “The training was phenomenal. The ClickSWITCH team is responsive to all requests and they are clearly committed to the successful integration of the service into your arsenal of member service tools.”

“We continue to engage with ClickSWITCH on product enhancements, marketing materials and best practices. ClickSWITCH has been a true partner with us in all of these initiatives.”

Recommendation from a Satisfied Financial Institution

While still new to the technology, Consumers is very satisfied with how quickly new accounts are converted into “active accounts” and the experience of working with ClickSWITCH.

“We are relying on this product to be the tipping point for members who would like to switch financial institutions but are reluctant to because of the time and effort involved,” Visser explained, noting how Consumers has estimated saving members more than 500 hours from the months of April to September by automating the switch process.

“The ClickSWITCH team goes above and beyond in training and support. We are amazed with the attention to detail and care they provide to our internal team.”

About ClickSWITCH™

ClickSWITCH™ is a unique account holder acquisition technology for financial institutions that simplifies the process of bringing new customers onboard by quickly, safely and efficiently switching their recurring payments from their old accounts to new ones. Based in Eagan, Minn., the company’s industry-leading solutions help clients to increase account holder acquisition and activation rates, engage during onboarding, and cross-sell products to capture full profit potential. ClickSWITCH is a technology leader delivering world-class solutions to financial institutions of all sizes. To learn more, visit www.ClickSWITCH.com.

