



Alliant Credit Union: A renowned financial institution digitizes onboarding to drive revenue and quickly engage new customers



COMPANY INFO

Alliant Credit Union is a not-for-profit financial cooperative with 450,000 members and over \$11 billion in assets. Headquartered in Chicago and founded in 1935, Alliant is the largest credit union in Illinois and one of the largest credit unions in the United States. As a digital credit union, Alliant's mission is to provide members consistently superior financial value while simplifying and enabling how people save, borrow and pay.



COMPANY
Alliant Credit Union



WEBSITE
alliantcreditunion.org



INDUSTRY
Financial Services



GEOGRAPHY
United States



PROGRAMS / PRODUCT FEATURES

- Kinetic Email
- Smart Segmentation
- Dynamic Personalization

THE CHALLENGE

When it came to supporting their ambitious member growth and digital banking goals, Alliant Credit Union realized that their existing, analog onboarding process led to friction points, time delays, and a generally tedious customer experience. Their original onboarding process involved a slow, antiquated direct mail campaign that new members received 7-10 days after creating new accounts.

Moving forward, Alliant Credit Union looked to increase speed of engagement and strengthen their customers' connection to digital banking tools by:

- 1. Creating a frictionless process of onboarding**, making it easier and faster for new members to fully use their accounts from day one.
- 2. Educating customers on digital banking tools**, including cross-selling additional products like credit lines and personal loans.
- 3. Capitalizing on new-customer excitement** by encouraging mobile app downloads and emphasizing membership perks.

“With so many new members coming in through digital channels, we needed a CRM platform that could improve our process efficiency and grow with our business needs. Marigold Engage gives us the comprehensive, single view of the customer that our marketers need, and the ability to scale our business with personalized engagement.”

Allison Videtti,
Director of Marketing, Alliant Credit Union

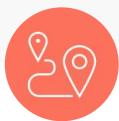
THE PATH TO SUCCESS

Powered by Marigold Engage relationship marketing solutions, Alliant's newly digitized welcome campaign for new members focused on the following objectives:



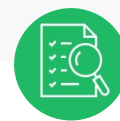
Faster and simplified onboarding, with a better user experience

Alliant Credit Union automated a four-part welcome email campaign to address new member pain points, educate them on products, and onboard them quickly. Not only does the process help build customer trust and loyalty, but reducing pain points and friction also increases digital banking adoption, and improves net promoter scores (NPS) and depth of wallet.



Personalize the journey map

The automated onboarding email campaign now uses personalized content marketing to drive new members to digital banking channels, engage them in alternative products (based on their existing products), and cross-sell additional products at the height of their excitement about joining Alliant.



One step at a time

Onboarding now means funneling customers into a carefully crafted journey: first, an email nudging online account activation, then a second email to prompt downloading the Alliant mobile app – unless profile data in Marigold Engage indicates that members have already done so. Emails three and four complete the education with tutorials on digital banking tools and cross-selling offers for products the customer has not yet purchased.



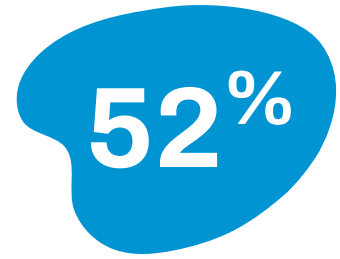
RESULTS

With the new, proactive and digital-centric onboarding email campaign, Alliant Credit Union made the switch from a slow, analog process to a dynamic, digital customer journey, personalized to the individual member. Remarkably, the campaign allowed Alliant to see incremental revenue within the 7-10 days it would have taken the old direct mail piece to even arrive at customers' homes.

The new digital campaign addressed known onboarding pain points and increased awareness, engagement, and depth-of-wallet with the following KPIs:

“With Marigold Engage, not only were we able to move from an analog onboarding process to a faster, more efficient digital-centric one, but we're also able to orchestrate a smoother onboarding process that truly adds value for our banking customers – and us,”

Allison Videtti,
Director of Marketing, Alliant Credit Union



of those emailed
downloaded the
alliant mobile app

5% Went on to make
a mobile deposit

2% Opened a
credit account

3% Opened a
checking account

ABOUT MARIGOLD

Marigold is a global martech leader focused on delivering relationship marketing solutions that support the entire customer lifecycle and make it easy for brands to create long-term relationships, build loyalty and grow their business.

Today, Marigold is helping over 40,000 brands and organizations worldwide to find their customers, get to know them, and ultimately turn them into superfans by delivering relevant, ultra personalized customer experiences at scale.

With offices in the United States and across Europe, and a network of global partners, Marigold serves more than 50 countries with local, personalized service.

Find out more at meetmarigold.com

