



ProDirect – Attracting New Cardholders

An increase in outstanding balances

The Story

OMNI Community Credit Union had a successful credit card program with steady increases in revenue, but recognized there was a strong growth opportunity in acquisition of new accounts. Leveraging its mutually successful partnership with FIS, OMNI was able to create new marketing strategies to attract cardholders while at the same time growing its card portfolio. OMNI implemented the FIS ProDirect® direct mail solicitation program that pre-qualifies recipients to help ensure the most efficient use of direct mail dollars. This successful effort resulted in 233 new cardholders, nearly \$400,000 in outstanding balances and a 6 percent solicitation response.

A Turnkey Service

ProDirect is a cost-effective account acquisition tool that is simple to implement, requires minimal oversight and effort by the financial institution and enables financial institutions to acquire new accounts more efficiently and with less risk. The result is a turnkey service that offers customized, professional mailings with targeted offers to pre-approved applicants.

Chris Overbeek, chief marketing officer at OMNI Community Credit Union, believes that determining the right promotion, knowing the audience and offering value-added benefits to the cardholder who accepts the credit card offer can easily measure the success of ProDirect. “It always makes sense to add another product with each of our members,” Overbeek said. “We went from averaging 60-70 new cardholders a month to 120-140.”

FIS demonstrated this successful program by taking OMNI’s client list of current members and lending parameters and providing a “themed” direct mail solicitation that was simple, automated and cost-effective. In addition, it relieved OMNI of time-consuming obstacles, such as eliminating duplicate names and pre-screening. ProDirect offered a customized solicitation package with a risk-based lending functionality, and complete package fulfillment with post-screening. ProDirect also offers final approval based on OMNI’s parameters, including new account data entry into FIS’ mainframe system and reports on the success rate of the program.

Unparalleled Mailing Success

ProDirect provided OMNI with a program that attained better results than any other standard direct mail campaign. FIS’ targeted approach and competitive program costs made direct mail more affordable than ever. ProDirect boosts results by using customized, flexible direct mail templates with built-in tactics for positive responses. Coupled with timing, targeting and scoring expertise, ProDirect is one of the most economical programs available today.

OMNI prepared for the launch of its direct mail campaign by educating its tellers and enabling them to put notes in their system with notification of pre-approval offers while interacting with members. With its first ProDirect direct mail campaign, OMNI achieved more than 1 percent response rate, adding 233 accounts and approximately \$390,000 in outstanding balances. These results, though not exclusively resulting from direct mail, provided credit union employees and tellers with information on existing members, their responses and pre-qualified information. In turn, this led to an excellent in-person solicitation response, bringing the response rate to 6 percent.

The success of the program can be attributed to the groundwork ProDirect provided, as well as having the ability to view results via the FIS online reporting system. According to Overbeek, the ability to view the response and qualification rates gave OMNI a powerful tool to look below the surface of the campaign. "We viewed the program as experimental, but quickly saw the potential and results, tying together the direct mail piece and reaching our existing members," he said. "By the end of March 2010, we realized that we could identify strategies for even stronger results with future mailings."

Meeting the Objectives

"Prior to the launch of this campaign 76 percent of the targeted members had a checking account and 24 members used just one product," said Overbeek. "With the addition of the credit card the member relationship has not only become stronger, but it has also created additional product opportunities."

Employees Drive Growth

Educating employees about the strategy behind the new card product was instrumental in increasing the overall success of direct mail by 5 percent. Through various online management tools from FIS, OMNI's employees could easily access the information they needed to help them manage the program. Turning the branch into a sales channel required commitment from all levels of management and employees. A successful strategic plan included training, incentives and promotions. "The ProDirect program FIS put together for us has been so successful that we are planning on duplicating this same plan in October 2010 to ensure the same success for our fourth quarter credit card promotion," Overbeek said.

A Winning Partnership

"Our relationship with both FIS and Lending Solutions is fundamental to OMNI's long-term strategy," Overbeek said. "By consistently delivering superior processes, technology, infrastructure and financial service industry expertise, FIS' strategic solutions continue to help our credit union maximize the value of member relationships by focusing on members as strategic assets. We know that FIS and Lending Solutions have a genuine interest in our success."

Contact Us

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