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*Welcome to “Driving Member Engagement & Experience using Data”*

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**CU Lytics**  
drive real outcomes

# Driving Member Engagement & Experience using Data

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# Contact Me



## Naveen Jain

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# AGENDA

Why this topic

Member Life Cycle

Data Journey

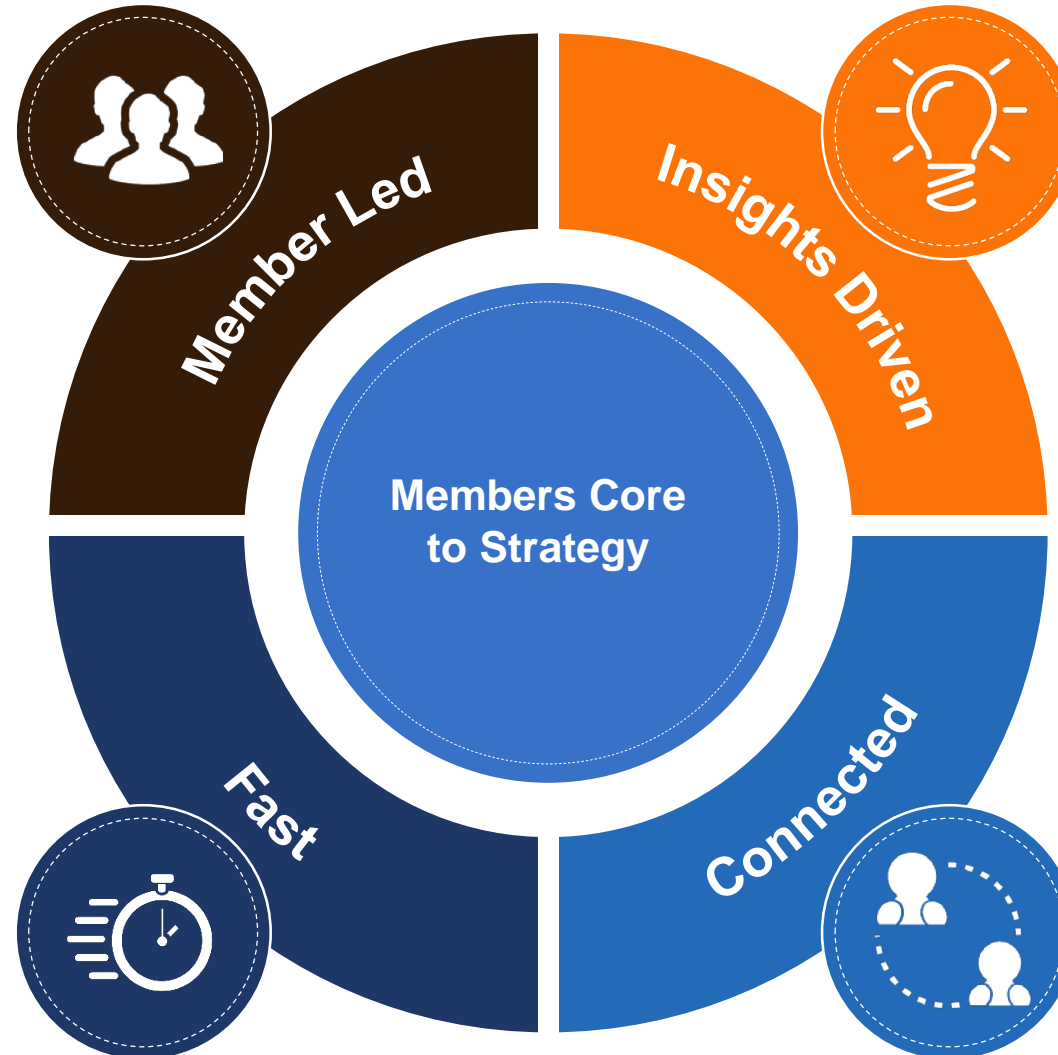
Questions



# Make Members Core to Strategy

Only 11% use data to make informed decisions and cannot get to “WHAT”

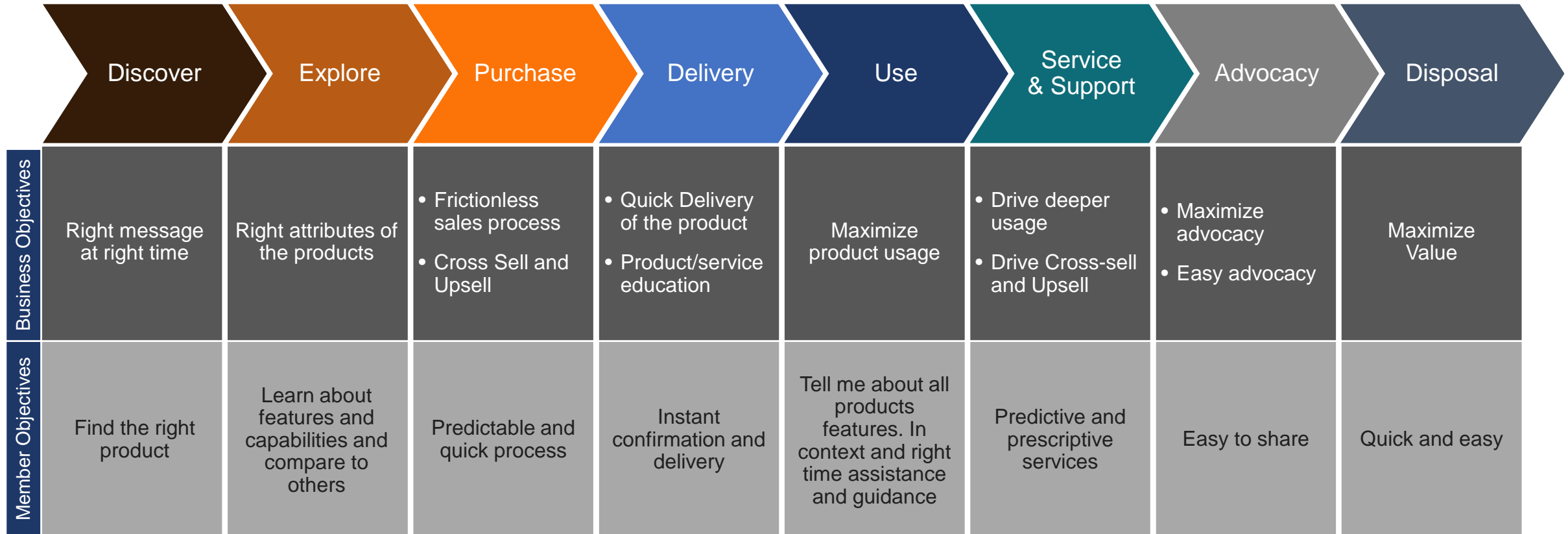
Traditional orgs get lost in pursuit of bullet proof solutions



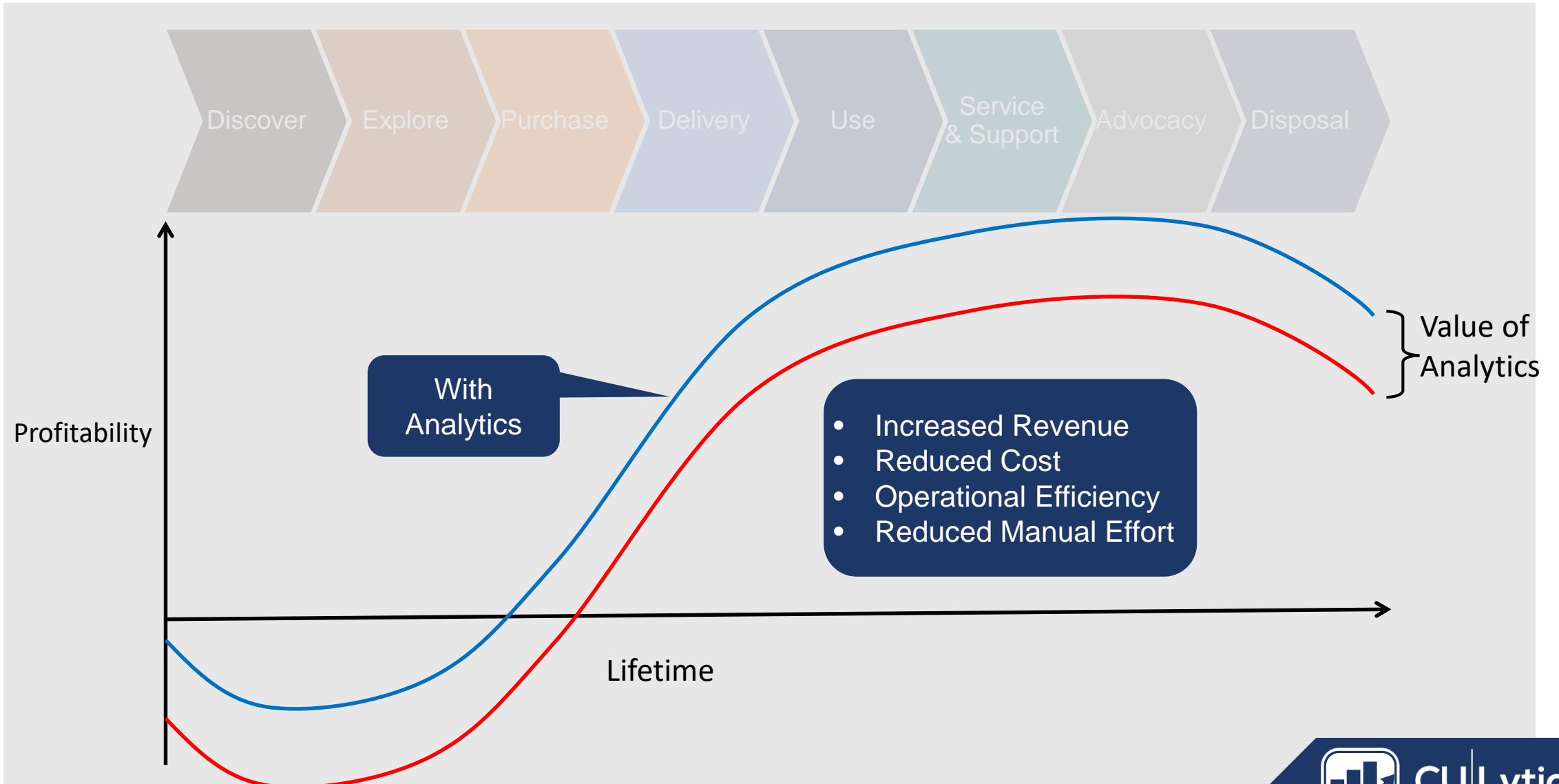
Less than 1/3 are good at translating data into measurable biz outcomes

Silo'd functions leads to fragmented member experiences

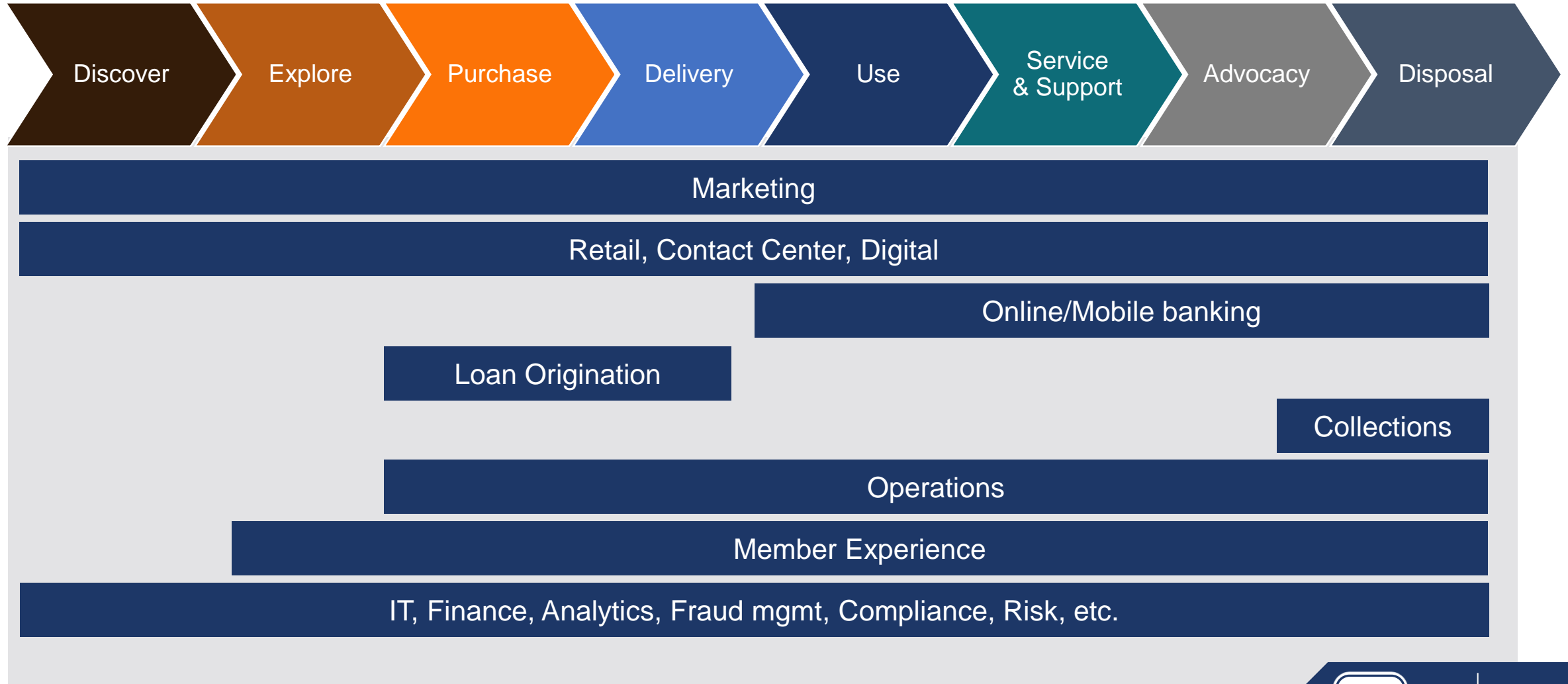
# Member Life Cycle Objectives



# Analytics Impacts Member Life Cycle

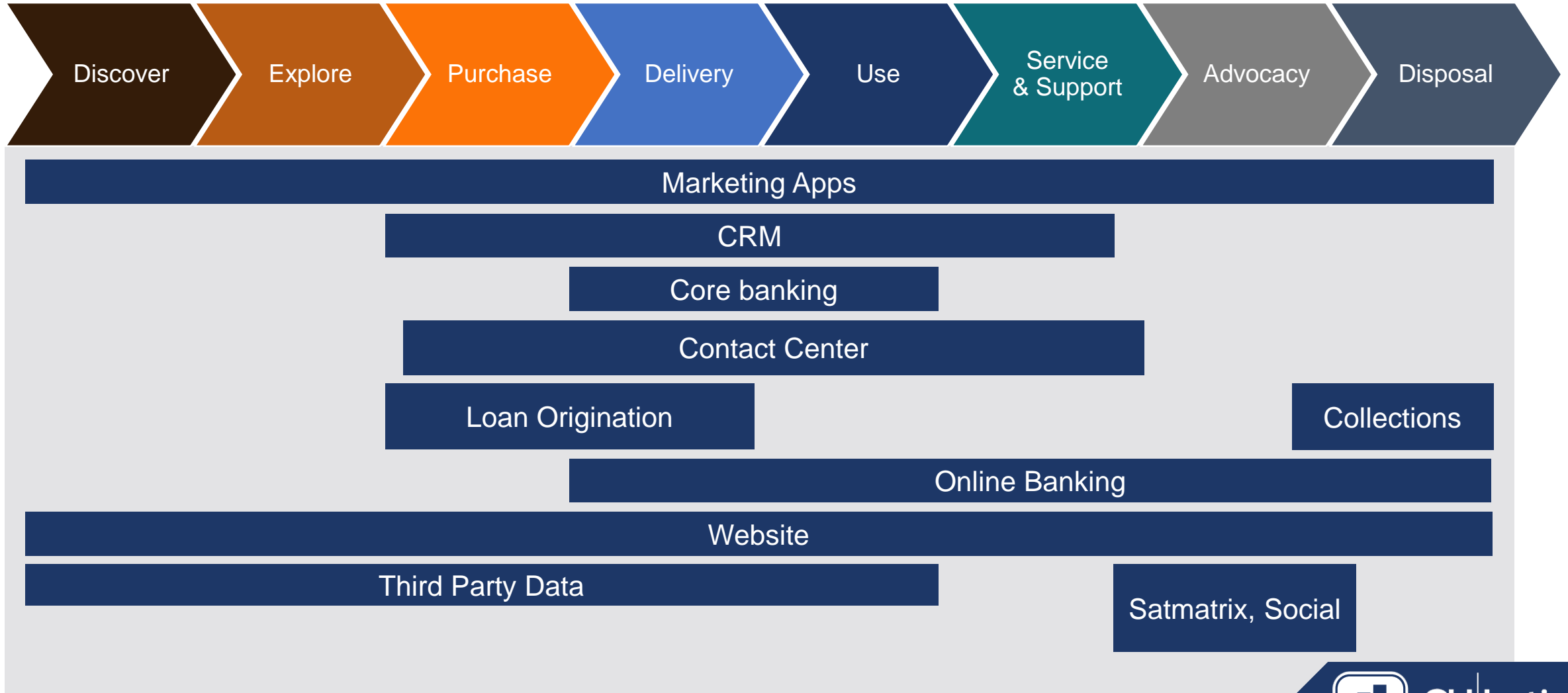


# Business Functions





# Data View



# Performance Metrics



**Increase**

- New customers
- Products/Customer
- NPS
- Member Satisfaction
- Wallet Share
- Revenue/Profitability per product/member
- Life Time Value
- Advocacy
- First call resolution

- Cost per acquisition
- Friction
- Abandonment/Attrition
- Service time
- Operating cost per product
- Average call time
- Cost per contact



**Decrease**



# Performance Metrics



Win New Members

Decrease cost per acquisition

Increase Life Time value

Increase products per member

Increase Profitability per product/member

Improve NPS/Member Satisfaction

Increase Revenue per customer

Decrease cost per contact



# Analytics Models



- Segmentation
- Lead Scoring
- Look alike
- Price Elasticity Model

- Marketing Mix Model
- A/B, Multivariate testing
- Propensity Model

- Cross Sell/Up Sell
- Portfolio Risk Analysis

- In-market timing models
- Next Best Product Engine

- Sentimental Analysis
- Engagement Analysis
- Voice of Customer
- Churn Model
- Next Best action
- Predicting Delinquency

- Life time value
- Location Analysis
- Loyalty



# Where to start?



Think Big



Start Small



Move Fast



# Getting to success

Executive Alignment

Well defined Vision and Strategy

Organizational Alignment

People, Process and Technology focus

Quick Wins – Don't boil the ocean



# Some of the Successes so far

Consumer Lending

Marketing

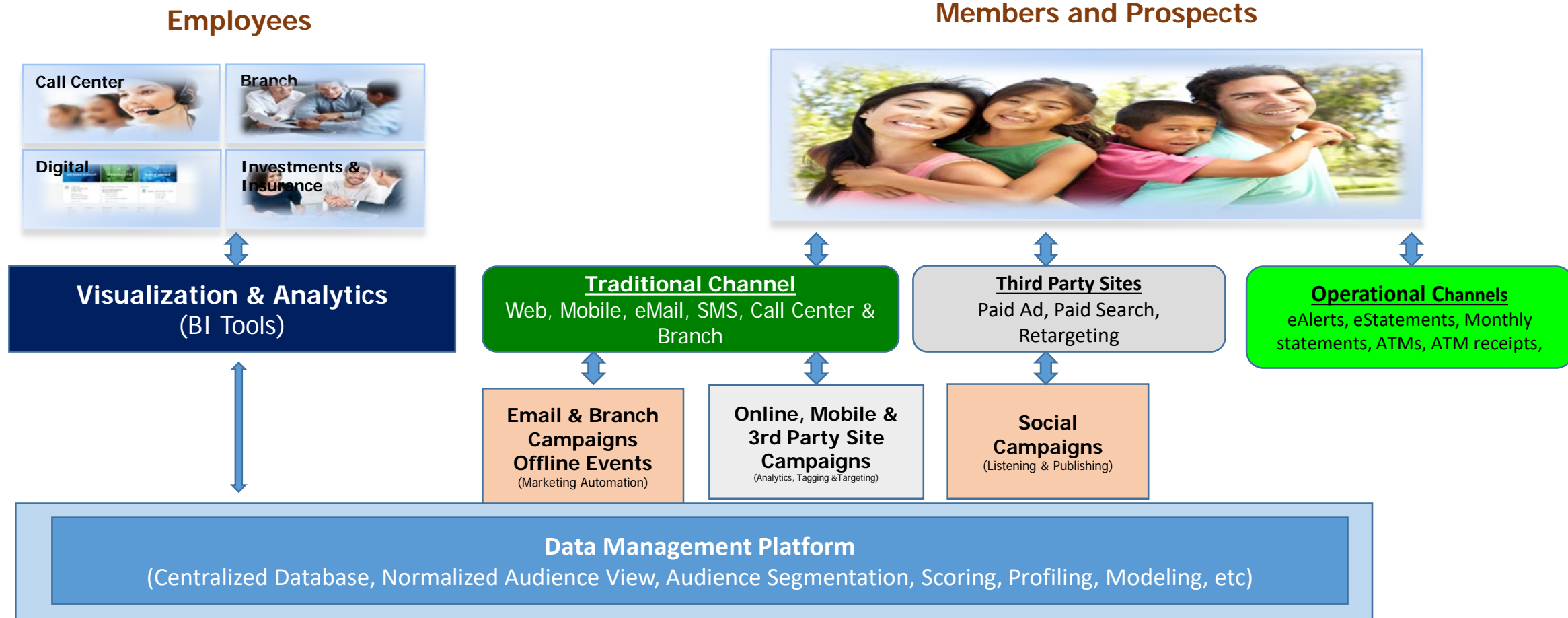
Finance

Special Assets

Retail and Contact Center



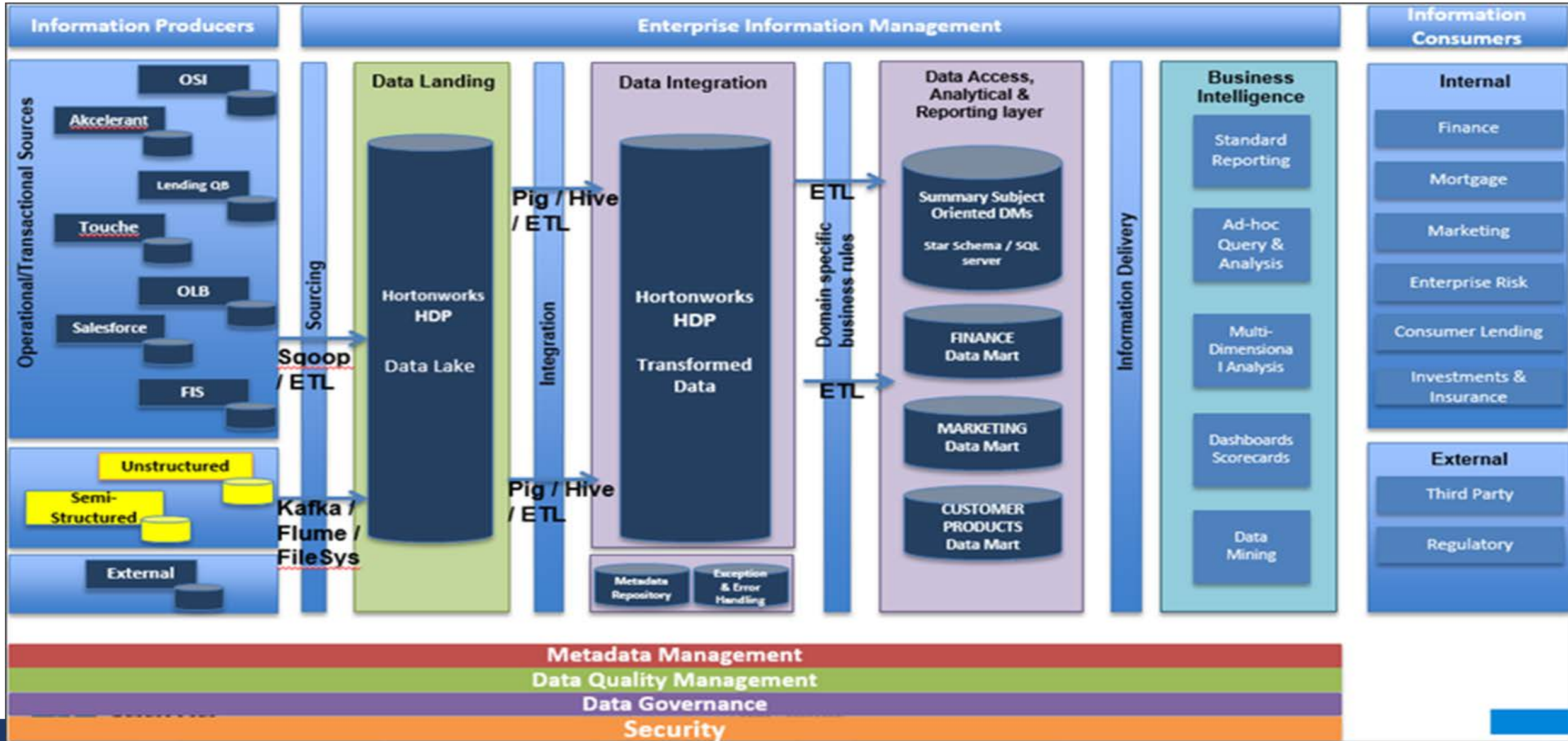
# Architecture



Web Analytics	OSI	MRM	Lending QB	I-3	Maxarr	PSCU	Cview DB	Touche
Social Listening, Survey*	Online Banking	OAO	Akcelerant	eFlow	Satmatrix	Live Chat*	Experian and Others ...	Other Third Party



# Data Management Platform



# First Tech's Journey (Crawl, Walk, Run)

Business Challenges	<ul style="list-style-type: none"><li>• Manual repetitive</li><li>• Rear view reporting</li></ul>	<ul style="list-style-type: none"><li>• Silo'd data</li><li>• Business Analysis takes 90% in data prep and 10% in analysis</li></ul>	<ul style="list-style-type: none"><li>• Closed loop insights to drive biz action</li><li>• Predicting insights from rich data</li></ul>
Approach	<ul style="list-style-type: none"><li>• Drive Ops and Cost efficiency</li><li>• Create Analytics Community</li><li>• Invest in Tableau/Alteryx</li></ul>	<ul style="list-style-type: none"><li>• Created Enterprise Data Warehouse with auto data refresh</li><li>• Setup Data Gov. and security framework</li></ul>	<ul style="list-style-type: none"><li>• Identify specific business challenges</li><li>• Operationalize Insights</li></ul>
Results	<ul style="list-style-type: none"><li>• Hours saved for reports generation</li><li>• 70% emp. using data to drive biz.</li></ul>	<ul style="list-style-type: none"><li>• Faster insights</li><li>• Data Democratization</li></ul>	<ul style="list-style-type: none"><li>• E.g. Predict Delinquency</li><li>• Manage Member Credit Line</li></ul>



# Next Steps

## Integrated Member Focus

- Have integrated business functional goals
- e.g. Have goals for mortgage that drives CL and Deposits and vice versa

## Automated Member Engagements

- Automated data driven engagements
- e.g. Members at risk of churn get into automated marketing program

## Data Democratization

- Enable business functions to know and use data originating elsewhere
- e.g. Using Mortgage Data to drive Deposits/Investments

## Scale-out implementations

- Reduce systematic frictions to drive larger number of initiatives at a time
- e.g. Compress time between insights and operations



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# Questions





# Appendix



# Member Life Cycle

