



Data Intelligence Drives Mobile Utilization at Listerhill Credit Union

Challenge: As Listerhill Credit Union set a goal to be digital-first, it sought a better way to engage with customers through digital channels.

Solution: The credit union partnered with Apiture to implement Data Engage to improve members' digital engagement by targeting, educating, and directing users to appropriate digital content and functionality.

Results: Listerhill saw an increase in active mobile users and overall digital banking use.



Listerhill's story

Headquartered in Muscle Shoals, Alabama, Listerhill Credit Union is the seventh largest credit union in Alabama, servicing about 96,000 members with 17 locations across Alabama and Tennessee. Listerhill was formed in 1952 when seven Reynolds Metals employees came together to combat a growing issue of predatory lending to plant workers. Each original employee contributed \$5 to fuel a cooperative to benefit and protect members.

With more than \$1 billion in assets today, the credit union offers financial services that prepare members for every stage of life. Listerhill's mission is to value people over profit, work passionately, exceed expectations, proactively seek improvement, and make the community a better place. The institution has been a client since Apiture's inception and continues to partner with Apiture to bring innovative technology to members.

Defining the issue

Post-pandemic consumers are much more accustomed to digital banking, and Listerhill noticed a trend where members were increasing the amount of time spent in online banking and mobile applications, and in some cases, only interacting through digital. Additionally, the credit union saw an uptick in "ghost members"—individuals who have an account but don't engage with the financial institution—and it wanted to identify opportunities to involve these members with digital banking.

Listerhill was interested in leveraging member data to increase engagement with digital platforms. Dustin Holland, Digital Strategist at Listerhill, noted that its online banking system had many critical data points, but only a few were being accessed. The institution had previously used dashboarding to ingest data, piecing together 40 dashboards from 300 data sets, with only one individual to manage the process. But realizing that dashboards are just a snapshot in time, Listerhill wanted better tools to interactively engage with users in real-time.



Implementing a Solution

Listerhill worked with Apiture to implement a data intelligence solution through the Apiture Digital Banking Platform. With a tool called Data Engage, the credit union was able to access member data to generate actionable insights, allowing it to segment online banking users and create new campaigns catering to these specific segments.

“The set up and implementation of Data Engage was a breeze,” Holland said. “We only had three calls with the developers, but we were building guides after our first call.” As soon as financial institutions are comfortable using the software and their branding is set, they can go live.

“Financial institutions are able to tiptoe in, like our credit union has, with small incremental tips or hints,” Holland said. “Or an FI could go in with a complex notification plan complete with guides and polls. Neither is wrong, and the software allows each FI to learn as they grow.”

Putting Data to Work

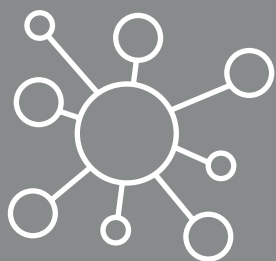
With its new data intelligence solution, Listerhill can evaluate the number of online users and leverage this data point to find out how members actually use digital banking. Data Engage pinpoints how members engage with the system and allows the credit union to reach out accordingly when members need additional support. Further, Data Engage can provide alerts or targeted notifications about new products. The interactivity helps Listerhill provide a better experience for members.

“Data Engage takes data collection and display one step further than dashboards,” Holland said. “Instead of being a snapshot in time at the endpoint, the product allows you to proactively approach the user when they are in their navigation, when they’re a part of their online banking experience.”

Data Engage can also help identify and target ghost members. By using this tool to build trust and confidence with these members, Listerhill can develop targeted messaging to guide them to use specific digital products and services.

In one use case, the credit union’s support team identified a gap where members were unable to find tax forms located in the site’s EStatements section. To help members more easily locate tax forms, Listerhill used Data Engage to identify which members currently access EStatements and target members who were not yet registered. Through Data Engage, Listerhill pushed relevant content to this targeted segment, educating them where to find their tax statements, and then prompted these members to sign up for EStatements through a registration form.

Another win occurred when Listerhill identified an issue with members searching for external transfers. Holland said sometimes users navigate to the bill payment section when they are actually trying to conduct an external transfer. “With Data Engage, we could identify when a user hovers over the Bill Pay tab,” he said. “To help guide them to external transfers, we implemented educational content at this point of interaction.”



Using Digital Support to Enhance Data Collection

Beyond data intelligence, Listerhill also deploys a support team that acts as the primary source of interaction with members who use digital products and services. Through conversations with members, this team receives valuable digital banking feedback. Listerhill also uses Apiture's Digital Customer Support tool, powered by Glia, in tandem with this team to gather insights about members' activity within digital banking, including where they spend time, what elements they click, what paths they navigate, and if breakage points exist. Insights are then used to construct useful resources such as a Quick Links tool, fueled by the feedback obtained.

"We define customer engagement as an interception point and look to our digital support tool to understand what users are looking for and the challenges they are experiencing," said Holland. "If we can eliminate phone calls by populating a link in online banking, that's a victory."



Seeing Positive Results

Following its initial launch of Data Engage, Listerhill continued to find new ways to use the product, including plans to employ it during future product launches.

One of Listerhill's goals is to be a digital-first provider, with a target of having 70 to 75% of its members using its mobile banking application. To reach this goal, Listerhill is using data intelligence to identify members who have never used the mobile app and continue to sign into online banking with their phone via web browser. Knowing that mobile adoption and appropriate education will drive self-service and decrease call volume, the credit union is now delivering educational information through Data Engage to drive members to engage with the mobile app. This has increased the total number of active mobile users and overall online banking use.



About Apiture

Apiture delivers award-winning digital banking solutions to banks and credit unions throughout the U.S. Our flexible, highly configurable solutions meet a wide range of financial institutions' needs, from leveling the playing field with larger institutions to supporting growth through innovative data intelligence and embedded banking strategies. With our API-first approach, our clients can maximize the capabilities of their platform while preserving a seamless user experience. Our exclusive focus on digital banking, and a team with hundreds of years of collective experience working at U.S. financial institutions, means we're dedicated to meeting the unique needs of our clients while providing a level of support that's unmatched in the industry. Apiture is headquartered in Wilmington, North Carolina, with offices in Austin, Texas.

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