



SAS® Customer Retention for Credit Unions

Learn why good members leave, then implement strategies to retain them

Overview

Increasing competition and decreasing member loyalty have caused credit unions to take a closer look at the way they conduct business. The cost of acquiring new members continues to rise as competition forces providers to offer increasingly better incentives, encouraging members to move from service to service and steadily cutting into a credit union's overall profitability.

Because recruiting new members is so much more expensive than retaining old ones, it's critical that credit unions understand which members are likely to leave and which ones they would like to keep so they can take the steps necessary to change their minds.

Most credit unions find that retaining the most profitable and potentially profitable members is extremely difficult, requiring the organization and analysis of huge volumes of data that are often difficult to access and consolidate. Often, credit unions simply lack the ability to support the complex data mining and analytic tasks essential to combating member attrition. In addition, credit unions often base marketing strategies on member satisfaction metrics rather than true loyalty data, which leads to ineffective retention efforts. After all, a satisfied member isn't necessarily a loyal member.



Challenges

- Credit unions often have insufficient insight into actual member profitability and value.
- Member data is fragmented, making it difficult to consolidate data from internal and external systems in one place.
- Predicting member behavior is nearly impossible, so there's no way to target campaigns accordingly or develop tiered pricing models.
- There is no reliable way to measure return on marketing investments or learn from campaign results in order to make incremental improvements.

Despite the inherent difficulties, today's competitive marketplace requires that you get to know members on a more personal level in order to gain a real understanding of member behavior, preferences and values. Only then can you undertake successful retention measures. SAS has the answer.



Developing targeted member retention strategies

The solution

SAS® Customer Retention for Credit Unions delivers:

- Data access and match/merge capabilities for a complete member view across all product lines.
- A proven data architecture and business methodology.
- Predefined attrition models and shortened analytic model development time.
- Best-in-class analytics and data mining capabilities.
- Proactive, rules-based analysis and predictive modeling of account, product and member behavior.
- An accurate early-warning alert system.
- Complete integration with segmentation capabilities.

Why SAS®?

SAS Customer Retention for Credit Unions takes advantage of SAS' award-winning data and analytic capabilities to deliver the most comprehensive solution available for proactive member retention strategies, starting with the first member contact and continuing throughout the lifetime of the relationship.

By integrating data, modeling and campaign management functionalities with specific domain knowledge and expertise, the solution enables you to quickly gain a better understanding of the variables that influence member attrition – allowing you to determine not only which members are likely to cancel certain services or leave altogether, but why. Then you can target those members who are most likely to leave or close an account, thereby ensuring better member service and improved profitability.

Employing more than three decades of industry experience and analytic expertise, SAS Customer Retention for Credit Unions takes full advantage of a comprehensive framework designed specifically for the financial services industry, providing advanced, industry-specific analytic functionality for modeling member attrition.

Benefits

SAS Customer Retention for Credit Unions lets you explore tightly focused analyses by product area, segment or individual member. Market basket analysis capabilities enable you to analyze past member behavior at the product level to predict which members are the best candidates for specific outreach opportunities. Then, you can implement targeted member retention strategies specific to each line of business and measure the results to evaluate the success of your campaigns.

Using a flexible, powerful universal framework, the solution provides seamless integration between a business user's need to access meaningful and relevant business intelligence and an analytic user's ability to provide sophisticated analysis and insight. In addition, SAS' partnerships with data providers give users the option to enrich their own internal member data with demographic, market and lifestyle-based information for more effective implementation of retention strategies.

Create a single view of the member

Create a single view of the member by consolidating all data, regardless of source, in one place and then transforming it into a complete picture of an entire member relationship.

Ensure clean, accurate data

Ensure clean, accurate, up-to-date data throughout the marketing process with SAS' embedded data quality routines.

Predict member behavior

Predict member behavior using detailed analytics to determine member value, potential value and retention scores, and to improve member communications.

Connect offers to the right member segments

Connect offers to the right member segments using predictive analytics based on demographic, geographic, attitudinal and behavioral data from across the enterprise.

Gain easy access to information

Gain easy access to information with embedded querying and reporting tools that get critical knowledge to those who need it for better, faster sales and marketing decisions.

Give users the option to enrich their own internal member data with demographic, market and lifestyle-based information for more effective implementation of retention strategies.

Comprehensive financial services intelligence

SAS Customer Retention for Credit Unions is part of an integrated suite of software tailored to meet the unique needs of the financial services industry and enable financial institutions to implement effective business strategies, maximize revenue and manage corporate and consumer risk.

The solutions combine award-winning SAS technology with analytic and dimensional models for attrition and credit scoring. SAS also provides campaign, performance and risk management – all integrated through an enterprise data architecture designed specifically for financial services. An enterprisewide business scorecard with KPIs provides a single, strategic view of your enterprise.

In addition to SAS Customer Retention for Credit Unions, SAS solutions include:

- SAS® Campaign Management
- SAS® Strategic Performance Management
- SAS® Cross-Sell and Up-Sell
- SAS® Credit Scoring
- SAS® Customer Segmentation
- SAS® Credit Risk Management

The SAS® difference

- **Superior data integration capabilities.** Pull data from nearly any source and transform it to identify valuable (and potentially valuable) member with the highest risk of attrition.
- **The most powerful predictive analytics available.** SAS is the only vendor that enables you to analyze data for trends and establish retention triggers that give you early warning alerts when a key member's behavior is about to change.
- **Automated campaign planning.** Pull more relevant, intelligent, predictive lists, so you can send the right offer to the right person.
- **Intuitive, Web-based reporting.** Easily communicate critical member value information to the right people within your organization.

About SAS

SAS is the leader in business intelligence and analytical software and services, with more than three decades of experience working with the financial services industry. More than 2,900 financial services companies worldwide use SAS to manage their strategy, risk, customers and channels, including 96 percent of banks on the 2007 FORTUNE Global 500®.

Customers at 44,000 sites use SAS software to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. Only SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®. www.sas.com



SAS Institute Inc. World Headquarters +1 919 677 8000

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