arkatechture



Become data-driven.

FEDERAL

How Tucson Federal Credit Union is Saving Their Members \$100's of Dollars in Interest Payments Each Month

Increasing federal reserve rates have led to interest rates climbing for our members. They're making the best payments they can, but most of that payment is going to interest.

This specific use case represents one of the many ways that TFCU is using Arkalytics to become more data-driven and support their members and community.

32.19%	Credit Promo Activity over Time				Multiple values		Generation Pie
June Email Open	ACCOUNT+SUFFIX	Generation	6/2/2023	Entryc 6/5/2023	6/6/2023	6/7/2023 6/	Chart
Rate	567809-07	BABY BOO	\$1,585.00			-,-,,	
	476875-06	BABY BOO					\$20,340.00
\$114,220	473909-03	BABY BOO					\$10.844.56
	547809-03	BABY BOO					\$10,844.50
Total Advanced	567809-04	MILLENNIAL			\$8,300.00		
	567809-08	GEN X					
Credit Cards	567809-02	GEN X					\$40,464.72
+ 1 7 50	108780-02	GEN X				\$3,769.00	
\$4,759	535605-01	BABY BOO					Generation
	568889-05	GEN X					Null
Average Credit	363899-05	GEN X					BABY BOOMER
Card Advance	667811-09	GEN X					GEN X
	103805-05	MILLENNIAL					GEN Z
28	108046-02	MILLENNIAL					
	126749-02	GEN Z				\$4,983.87	Total # & Amt of
# of Applications	285690-04	MILLENNIAL					Advances
14 Approved/Counter Applications	Number & Ad	dvanced A)∂y ntrydate			XIC Advances
	2 2				r		ŭ

TUCSON 🛛

Analysis Segment 1: Members who have a TFCU credit card, but are making a payment to another financial institution's credit card.

Analysis Segment 2: Members who DON'T have a TFCU credit card, but are making a payment to another financial institution's credit card.

TFCU is offering laser-targeted credit card promotions via email to help their most vulnerable members. They built a dashboard & model to analyze:

- How many emails opened?
- How many new credit card applications?
- How many approved applications?How many new cards to TFCU?



The promotion offers members a 0.00% APR for the first 12 months. After the promotion ends, many members lowered their overall credit card rate to as low as 15.75% APR! (saving members \$100's of dollars in interest payments and improving member' overall financial well-being).

Past credit card promos show that 68% of balances were retained and new purchases were made with TFCU's credit card after the promotional period has ended.

Visit us online at www.arkatechture.com to learn more.