



## Case Study

# Synapsys® MRM Supports Growth Goals for Keesler Federal Credit Union

*"This is a game-changing product for anyone that's serious about getting sales and service results."*

George Mitchell, Senior VP & CRO  
Keesler FCU

Keesler Federal Credit Union is a \$2.3 billion institution based in Biloxi, Mississippi. The credit union's large membership includes Keesler Air Force base, Royal Air Force bases in the United Kingdom, as well as many other employer groups.

The institution installed Synapsys® Member Relationship Management™ as part of a larger program to promote service and sales among its employees. Senior Vice President and Chief Retail Officer George Mitchell spoke with us about the credit union's use of Synapsys.

### **Symitar: What was your business reason for selecting Synapsys?**

**George:** Keesler was looking for technology to support a new sales and service culture initiative. Synapsys provided many out-of-the box solutions. One of these solutions provides sales opportunities customized to the member who's standing in front of an employee. It also gives staff members a way to track their sales results.

Another huge advantage that Synapsys has over other systems was being able to import campaigns into Synapsys. These campaigns were available on the Symitar teller screens for staff to present in person or in outbound calls. The campaign results are then measured (down to the employee level) with Synapsys Campaign Analyzer. Lastly, Service Events, a complete workflow system in Synapsys, is linked to MRM activity, and this greatly supports our service commitments from front-line to back-office.

### **If you evaluated competing services, what distinctions supported your decision to choose Synapsys?**

The other system that we evaluated was useful for creating a dashboard and some charting but it did not integrate with Episys® and honestly, I didn't see anything in that system that I couldn't build myself with Excel® and some simple bar charts. The delivered MIS Production Reports provide more information to me than any competing product and the easy import of Synapsys data into ARCU provides even more options for tracking MRM activity and Sales Initiatives.

**Institution**  
Keesler FCU

**Address**  
2602 Pass Road  
Biloxi, MS 39531-2728

**Telephone**  
228.385.5500

**Website**  
[www.kfcu.org](http://www.kfcu.org)

**Assets**  
\$2.3 Billion

**Members**  
195,000

**Founded**  
1947

**Symitar Software  
Solutions & Services**  
Synapsys®

### Tell us how Synapsys has influenced the following factors:

#### Growth goals

We ran our auto loan recapture as a campaign assigned to staff for outbound calling and email. Since February 2013 we've booked \$65 million in loans and the campaign has an average response rate of 7%, which I feel is quite good.

#### Member service

Since we've implemented Service Events we have nearly eliminated card reorder problems, missing check orders, issues on resolving POA (power of attorney) authority, call-backs promised to members not happening, and on and on. The PSO (potential sales opportunity) function has even been used as a way to capture missing email addresses and now we have 140,000 valid emails on file for our 195,000 members. Our member satisfaction scores, as measured by CFI Group, owners of the American Consumer Satisfaction Index, have been over 91 since May of 2014 and our Net Promoter Score is consistently over 81.

#### Generated cost savings

I don't have a direct figure to draw on at Keesler, but at my previous employer, Apple FCU, I was able to pay for the Synapsys license fees just by reducing NSF fee refunds. This was accomplished by restricting fee refund authority and having all staff members submit fee refund requests to their supervisors.

#### Improved efficiencies

We have 40 Service Events in production and they all improve efficiency of operations. Whether it's a CPI (collateral protection insurance) refund, fee refund, reinstating overdraft protection, replacing cards, or resolving problems with online banking, we have a way to process them that keeps the issue tied to that member, ensures all the required information is gathered up front, and puts the accountability for resolving it with a readily identified individual.

#### Improved risk management

I'd say the POA, stop pay on official checks, and reinstate overdraft protection Service Events all help with managing risk.

### Are there any features/functions that have exceeded your expectations?

The staff acceptance of Service Events to workflow processes really amazed me. At first I thought they would view it as just more work, but now they are regularly asking for more of them.

The ability to identify missing information from our various systems was the way we were able to have an e-mail capture rate of 72% on our 195,000 members. We have also used this feature to prompt our team members to validate and correct other pieces of key member information such as their current employer, mobile phone numbers, and opt-in for text messages from Keesler Federal Credit Union. In general utilizing PSO functionality to improve the quality of member data has been instrumental in improving our member contact and targeted marketing efforts.

Campaign features in the latest release are awesome. It's such a huge improvement over what we were working with, it's incredible. I no longer have to log into Synapsys Marketing Manager for the staff's campaign activity.

MIS (management information system) Reporting is the unsung hero of the Synapsys system. The level of information at the fingertips of users – from the tellers to the C-suite executives – is incredible.

### Has Synapsys offered competitive advantages for your credit union?

Yes, because no one in our market has a CRM, or if they do, they can't successfully implement it. We can and do out-sell all of our local competitors, including banks. We have been voted the People's Choice Award Winner for our region 4 years in a row.

### If you would recommend Synapsys to other credit unions, what is the most compelling statement you would make?

This system will take the guesswork out of your daily operations, knowing what results you are getting, knowing which locations and individuals produce, making your operational tasks consistent and efficient, and maximizing your marketing campaigns. This is a game-changing product for anyone that's serious about getting sales and service results.

### Is there anything else you'd like to add?

To be successful with Synapsys you only need an owner and three things: vision, commitment, and teamwork.