

Tech Talk 4:
Innovative Data Tool Drives
User Engagement at
Listerhill Credit Union

Matt LaBenz

Apiture

#FXT24



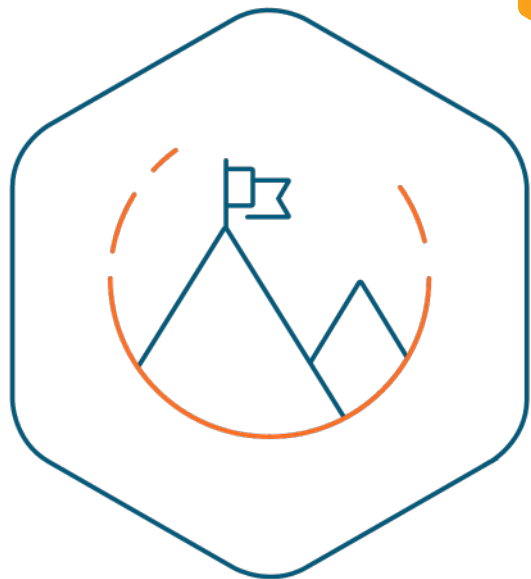
Using Data Intelligence to Drive User Engagement:

Apiture and Listerhill Credit Union

Matt LaBenz, VP Sales



Who is Apiture?



Our Mission

To **empower** financial institutions to know and serve their clients with the **care** of a traditional community institution, at the **scale**, **speed**, and **efficiency** required in today's digital world.

The Apiture Advantage



Digital Banking
Focus



Speed
to Innovation



Expertise born from
Experience



**A Partnership with
Listerhill Credit Union**

Who is Listerhill Credit Union?



- HQ in Muscle Shoals, Alabama
- Formed to react to the issue of predatory lending
- Seventh largest credit union in Alabama, 96,000 members, 17 locations
- \$1 billion+ in assets
- Mission: people over profit
- Apiture client since inception, continues to bring innovative technology to members.



Defining an Opportunity

- Identified a trend where members were increasing the amount of time spent in digital banking applications.
- Noticed an uptick in “ghost members”.
- Wanted to leverage member data to increase engagement.



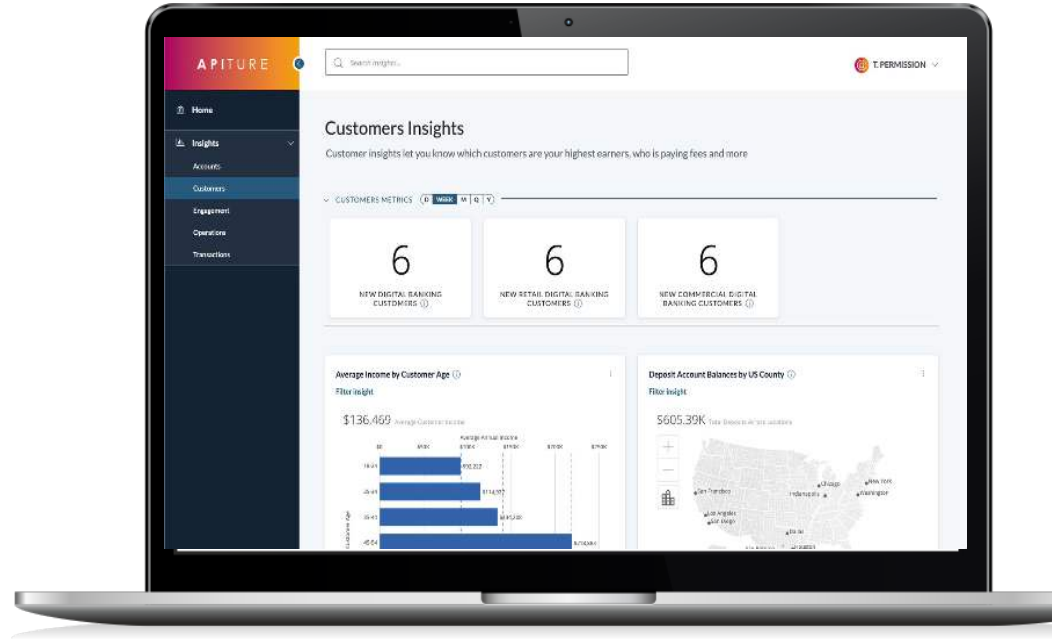


Implementing a Solution

Data Engage offered a way to generate actionable insights

Implementing a Data Intelligence Solution

- Segment online banking users
- Create new campaigns catering to specific segments





Collecting Insights

Learn about members and how they engage with digital banking.

How to Use the Data

- Provide additional support to account holders
- Notify or alert about new products
- Build trust and confidence with ghost members
- Guide users to specific digital products and services



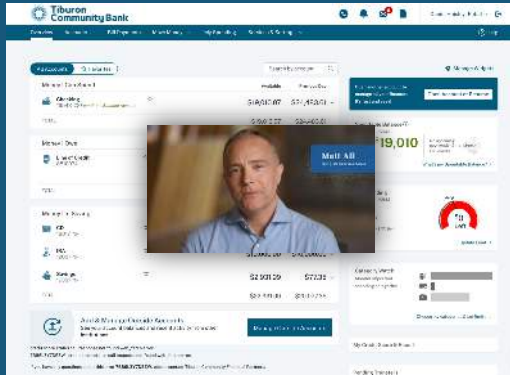


Real-Life Results

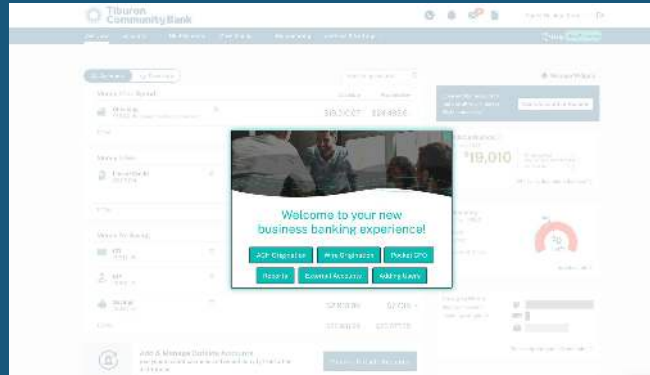
- Tax forms
- External transfers
- Mobile banking application growth



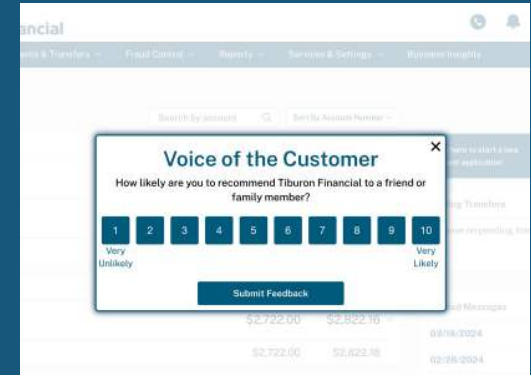
Using Data Engage in New Ways



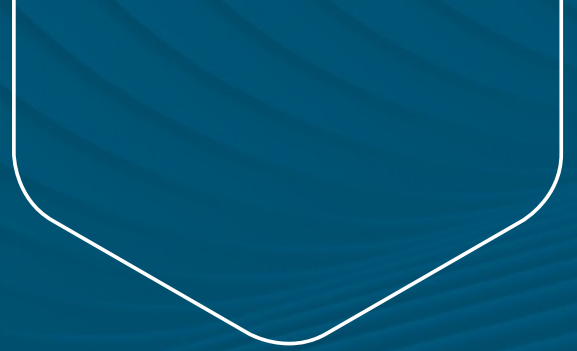
Display welcome videos to new account holders in the organization



Create a walkthrough to introduce your business clients to the new ACH functionality



Capture your net promoter score by hosting a poll within online banking



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