

Navigant Credit Union

About

Navigant Credit Union was established by community business leaders as Rhode Island's first credit union in March 1915, under the name La Credit Union de Notre Dame de Central Falls. The institution operated under two additional monikers until it changed its name to Navigant Credit Union in 2007, in order to serve a larger membership beyond Rhode Island's Blackstone Valley. Today the \$1.2 billion state-chartered community credit union serves 47,000 members in Rhode Island and nearby Massachusetts.

Challenge

Like many credit unions, Navigant Credit Union was looking for a product that would increase its non-interest income and provide an additional service for its members.

Solution

After a thorough due diligence process, Navigant Credit Union selected JMFA as its overdraft partner due to its competitive offering and client references on JMFA OVERDRAFT PRIVILEGE®.

The Results

"From JMFA's initial proposal, the implementation and customer service were as promised," said Lisa Dandeneau, Navigant COO/EVP. "Plus, in addition to increasing our revenue by 200%, JMFA OVERDRAFT PRIVILEGE® has become a great financial management product for our members who rely on the service during these tough economic times," she continued.

Another benefit of the program for Navigant Credit Union has been the implementation of Privilege Manager CRM®, according to Dandeneau. "We hired additional staff (.5 to 1. FTE) to administer and maintain the program, which I believe has enabled us to more effectively track, follow-up and collect on negative accounts. As a result we have seen a decline in net charge-offs from 3.5% of NSF revenue in 2006 to 2.7% in 2010," she said.

JMFA also helped Navigant Credit Union prepare and implement its Reg E opt-in program in a timely manner. They were able to start distributing notification materials in May with a mailing, E-mail blast and Web site information. Follow-up communications were also queued up in advance of the opt-in implementation deadlines.

"We are actively managing the opt-in process and expect to see minimal impact on the program," explained Dandeneau. "In fact, now that we have the opportunity and the materials to communicate with our new members about our overdraft program, we may even see a lift over the longer term."

Lessons Learned

Looking back on the process, Dandeneau appreciates having an overdraft provider with JMFA's level of expertise. "Our program administration team has found working with JMFA to be a pleasant experience. Our account representative, Bob Chapplear, has been very accessible and willing to share his insight on how to better maximize the program; and customer service has also been top notch in dealing with any issues that have arisen," she said. "It is also a great comfort to know that in uncertain times our organization can rely on the experts to guide us and keep us compliant, while staying competitive in our market."