

New Orleans Firemen's Federal Credit Union (NOFFCU) initially worked with Kasasa to provide reward checking accounts to their members and bolster their balance sheet with low-cost core deposits. When NOFFCU heard about the new Kasasa Loan[®], they knew it was the kind of innovative product their members would benefit from.

Since launching it in early 2018, NOFFCU has realized high borrower engagement and growth. In fact, of NOFFCU's Kasasa Loan borrowers, **73% are enrolled in autopay, 51% have paid ahead, and 52% also have a Kasasa deposit account.** The credit union saw a **10% increase in new loans within the first six months**, compared to the same period in the previous two years. Moreover, after opening a new loan, **27% of members also opened a deposit account.**

The Kasasa Loan has been a hit with their members across the board. One of the best measures of consumer approval is Net Promoter Score. NOFFCU's analysis of Kasasa Loan borrower behavior and member satisfaction surveys revealed a **Net Promoter Score of 75** — more than double the industry average of 34 for financial services and banking¹.

“This product is a powerful tool for increasing financial literacy on the member level. We're able to show members exactly how they can benefit from paying off loans early.”

— Judy DeLuca, President and CEO



JUDY DELUCCA

PRESIDENT AND CEO

Judy S. DeLuca joined New Orleans Firemen's Federal Credit Union as a loan officer in 1980. She was named CEO of NOFFCU in 1989 and serves in that capacity today. A graduate of the University of Wisconsin CUNA Management School, Judy received her Certified Credit Union Executive designation in 1987. She is a Certified Credit Union Financial Counselor (CCUFC) and holds her Credit Union Enterprise Risk Management Expertise (CUERME). Under her leadership, the credit union has grown from \$3MM in assets to \$176MM.



¹<https://customergauge.com/blog/2018-state-of-net-promoter-and-customer-experience-in-the-finance-industry>