

MCT Credit Union first partnered with Kasasa in 2008. The leadership was looking for a way to differentiate their product offering and to market more effectively in the Port Arthur region.

Their initial goals were growing new accounts by 5% annually, and with that, a 5% increase in deposits. Believing that Kasasa could bring the expertise, superior products, and marketing know-how was crucial to MCT's success. Over the next ten years, the credit union has exceeded their goals every year — in large part due to their willingness to implement Kasasa's recommendations. Their forward-looking investment in Kasasa's marketing program has brought in \$18MM in deposits from 2015 to 2018.

“I have been CEO since 2010. We were at \$160 million in assets. We're now \$316 million in assets and that's all organic growth. That's no mergers and I attribute that growth to the Kasasa products. It's worked for us and I think it will continue to work for us.”

Increased in deposits

- 37% deposit growth in 2011.
- Average of 7.7% year-over-year growth since then.
- In three years, they gained \$18MM in deposits for \$250k in marketing spend.

Performance

- Average of 30 POS debits swipes per month for new account holders.
- 5.25% average new account growth year-over-year since 2011.



THAD ANGELLE

PRESIDENT AND CHIEF EXECUTIVE OFFICER

Thad has been President and CEO of MCT Credit Union since 2010 and has been in the financial services industry for more than 35 years. He acquired a Bachelor's Degree in Business Administration from Lamar University, in Beaumont, TX and is a graduate of the CUNA Management School. He has served on the Fiserv CEO Advisory Committee and currently serves on the American Share Insurance Advisory Council.