

CASE STUDY | Tucson Federal Credit Union

CLIENT PROFILE

Tucson Federal Credit Union (TFCU) was established in 1937 in Tucson, Arizona when a group of teachers with a vision came together to form a financial cooperative that could better serve the financial needs of Tucson's school employees and their families. Today, TFCU has grown to 60,000 members and \$650 million in assets.

THE CHALLENGE

TFCU recognized the strategic value of investing in data analytics for gaining insight, making data-driven decisions, and taking action to improve their business performance and member experience in addition to gaining efficiencies through automating reports and the ability to track KPIs and KRIs.

THE SOLUTION

After assessing options, TFCU was attracted to Arkatechture's:

1. Best-in-class Arkalytics business intelligence, data, and predictive analytics solution with configurable and customizable data visualization capabilities
2. 100% success rate in implementing Arkalytics within 2-6 months
3. Post-implementation services model for partnering with credit unions to drive the acceleration and amount of ROI that can be generated from addressing top ROI use cases with Arkalytics



TFCU's MISSION

Tucson Federal Credit Union (TFCU) exists to empower people and improve lives within their community. Their vision is to raise the level of prosperity for all generations and create thriving communities. It is their mission to create opportunities in their community through service, education and access.

TOOLS

- Tableau, SQL, AWS, Snowflake as a foundation, or Arkalytics proprietary capabilities

PROJECT RESULTS

- Report automation
- Market segmentation and target marketing
- Successful enablement services

“We were referred to Arkatechture from another CUSO, and their solution exceeded all other available options in terms of ease of implementation and report usage.”

-Stacey Wilkerson, Executive VP & CFO at TFCU

THE DATA JOURNEY

The TFCU team began their search for a data analytics solution in 2021. They started with a business plan, and a preliminary study to hone in on their requirements for a data analytics solution, which included identifying a partner instead of developing a solution internally. They were introduced to Arkatechture by another CUSO. They were captivated by the energy of Jamie Jackson, the Founder, and CEO of Arkatechture, and the rest of the Arkatechture team, and also recognized through their assessment process that some solutions would have been a good place to start, but they would quickly outgrow them over time.

The TFCU team was attracted to Arkatechture's robust solution and the AWS, Snowflake, and Tableau technology stack it leveraged. They were also impressed with Arkatechture's demonstrated track record for being a partner throughout their pre-implementation, implementation, and post-implementation data journey, including their Business Advisory Enablement services.

THE GOAL

TFCU had two primary goals for their initial implementation of Arkalytics:

1. Creating efficiency by report automation to save resources, effort, and time.
2. Inform their management with insights and a better understanding of their membership base to make data-driven decisions to improve business performance and deliver a better member experience.

BUSINESS ADVISORY ENABLEMENT SERVICES

After going live with Arkalytics, TFCU decided to utilize Arkatechture's Business Advisory Enablement Services. This included adding an Arkatechture Senior Data Analyst to their team to:

- Develop and begin implementing a data strategy aligned with top strategic goals, operational challenges, and ROI priorities
- Accelerate and increase the probability of success in generating ROI from top ROI use cases from TFCU's business plan including those successfully implemented with other Arkalytics customers
- Identify gaps, develop job descriptions, vet candidates, and develop onboarding plans to add two more staff members to their internal data team
- Build and implement a framework to measure and track ROI from top use cases
- Develop and measure Business Intelligence KPIs to drive utilization and adoption

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We take pride in the fact that we can help organizations that are dedicated and focused on developing and growing their communities...

That's what it's all about. We are really excited to help credit unions help their communities through data.”

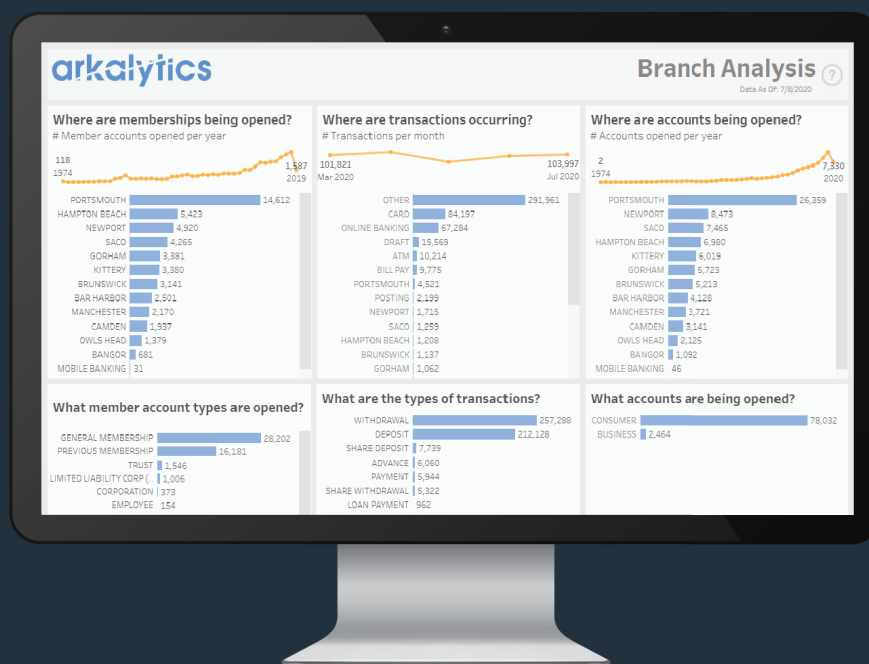
- Jamie Jackson, Founder & CEO,
Arkatechture

These services empowered and accelerated TFCU's analysts' and engineers' capabilities to become self-sufficient in driving business priorities. They found Arkatechure's report working sessions and training to be high caliber and very helpful to their team. The training was technical in nature but well-paced, so their team was never overwhelmed. The TFCU team's learning curve was significantly reduced by partnering with Arkatechure. Arkatechure also helped the TFCU team to accelerate

the adoption of Arkalytics and monitor user engagement with TFCU's Arkalytics dashboards (e.g., what dashboards are most utilized, which users are most or least engaged with the platform, etc.?). This helped the leadership team to track how Arkalytics is being adopted by each individual department within the credit union, and if they see users are inactive, they can assess if it's due to a lack of knowledge or training, which then results in a coaching opportunity.

“Our monthly branch activity report tracks loan and deposit trends for each branch. This was manually produced referencing several other reports. We have saved approximately 10 hours per month by automating this report.”

- Stacey Wilkerson, Executive VP & CFO at TFCU



RESULTS

TFCU's use of Arkatechture Business Advisory Enablement Services also empowered them to begin to drive measurable improvement in business results and ROI in some key areas:



Member Segmentation

The TFCU team was able to segment and market their wealth management services to members with crypto transactions, which resulted in **generating new private wealth management clients**. **Using their member transaction data, TFCU also leveraged target marketing to recommend and promote new products** and offerings, such as specific loan offers to their members resulting in **more than a 50% higher open rate** of their marketing emails.



Report Automation

After TFCU's data warehouse team met with the Risk Department, **they identified several reports that could be automated with Arkalytics**. This included creating reports to monitor new accounts, ODP accounts, officials, and relatives. In the past, these reports were extracted from the core in a text file so they were very difficult to analyze. They are also exploring a few new reports for risk such as dormant VISAs, employee loan funding report, escheat, and bounced checks.

Automating these and other reports **saved a significant amount of time that TFCU team members were able to apply toward analyzing the data and making data-driven decisions** to take action on the insights that were generated to reduce risk and improve business performance. For example, one branch activity report took the staff almost an entire day each month and several hours each week to manually produce, and now it is automated.

Online Banking



TFCU has gained a better understanding of their online banking engagement through the dashboard they built to show how many members use online banking in each generation age group. They further displayed the data into transactions/event categories by the same generation age groups. This helped them understand which members are most engaged, and which features are most popular, and use this information to **generate more revenue, and increase the profitability of the products they offer to members** by applying a much more targeted and efficient data-driven approach for promoting products to members in generation age groups.