



## CASE STUDY

Product: **WebReach**

Background: LSI's WebReach service was created to enhance the online lending results for our clients by contacting members (who have elected to be contacted) after they have submitted a loan application through the online channel. This follow-up call enables our lending professionals to **cross-sell** additional credit union products, **approve more loans** by "building the loan", **thank members** for applying, and position the credit union to **close more loans** by discussing payments, terms, and closing time. In addition to the increased revenue from cross-sells and supplemental loans, this feature is another means for the credit union to differentiate itself from the competition by providing true world-class service, 24 hours a day, 7 days a week.

Results: LSI's WebReach service is generating positive results for credit unions across the board. Members routinely express how surprised they are that the credit union is calling them back so quickly (we average 17 minutes, 3 seconds). Here is a closer look at some of the aggregate program numbers:

- 47% of internet applicants request to be contacted
- 68% successful contact with those that requested
- 32% contact ratio on total internet applicants
- 28% average conversion of non-approved to approved due to successful contact
- 58% average application approval after successful contact
- 42% approval ratio for WebReach clients vs 30% approval ratio for non WebReach clients. This represents a 40% lift in approvals.

### **Aero FCU (Glendale, AZ, \$188 Million) Results (Sept/Oct 2009):**

			#	Per	Incremental Income
Total Internet Apps	137	Credit Insurance Closes	10	\$150	\$1,500
Requested Contact	92	GAP Closes	2	\$107	\$214
Successful Contact	51	MBI Closes	1	\$147	\$147
Pre Contact Approvals	29	Additional Loans	6	\$1,250	\$7,500
Post Contact Approvals	39	<b>Total Additional Income</b>			<b>\$9,361</b>
Funded Approvals	24	<b>Total WebReach Cost</b>			<b>\$765</b>
Additional Loans Funded Due to WR	6	<b>Net WebReach Profit</b>			<b>\$8,596</b>

***Total Internet Channel costs for Sept/Oct were \$3,412. Incremental income from cross-sales and additional loans easily pays for the cost of the entire Internet Channel!***

"I am very happy with the WebReach. It's a great tool for our members to be able to reach out to someone if they have questions. Another great service from Lending Solutions!" **Leslea Van Drunen, Lending Manager, Aero FCU**

Bottom Line Benefits:

- Credit unions are funding more loans due to higher approval and higher close ratios
- Credit insurance penetration is dramatically increased
- Deeper member relationships through cross-selling of additional credit union products
- Increase in loan and cross-sell income far exceeds the cost of the service

***Timely Follow-up Leads to Greater Lending Success and Satisfied Borrowers!***