

## Case Study



### Georgia's Own Credit Union

#### Driving Branch Optimization Strategy with Data Analytics and Consultative Expertise Provided by Fiserv

Georgia's Own Credit Union has a vision to grow beyond its primary metropolitan area, while adopting a posture that is increasingly community oriented. The credit union is using insights from Fiserv to help drive this growth, mapping out a branch strategy that is well planned and validated.



"Fiserv really spent the time to understand what we needed and what we were trying to accomplish. We were given the ability to customize the study for our purposes. They were very easy to work with, super professional and very nimble."

**Kelly Garmon, Ph.D.**  
Chief Marketing Officer  
Georgia's Own Credit Union

Georgia's Own Credit Union's 23 branches cover a market footprint that includes Atlanta and the surrounding area. With an eye toward expansion, the credit union has relied on the BankAnalyst® Market online advisory tools offered by Bank Intelligence Solutions from Fiserv to gain insights on the strengths and weaknesses of its current branches and evaluate new branch locations and market growth potential.

#### Informed Expansion Planning

Through its engagement with Fiserv experts from Bank Intelligence and Raddon Financial Group subsidiaries, Georgia's Own was provided with census data, market analysis, member demographics, marketing insights and more.

"We wanted to gain an understanding of where our current and potential members are, where we should expand to best serve them, and the 'flavor' of branch we need at a particular location," explains Kelly Garmon, chief marketing officer for the credit union. Fiserv conducted a comprehensive study to examine these and other critical factors. Combining member and market data, analytical tools and industry expertise, Fiserv helped develop a quantifiably valid plan for branch investment and expansion. "We were able to determine that certain locations would be better served by investing in staff for a full service, consultative branch," Garmon says.



#### Client Profile

Georgia's Own Credit Union is a full-service, not-for-profit financial institution founded in 1934. With 177,925 members and more than \$1.7 billion in assets, Georgia's Own has become one of the strongest, largest and most trusted financial institutions in the state.

Georgia's Own has 23 branch locations serving the Atlanta, Augusta and Savannah areas, operates three call centers and offers access to more than 68,000 surcharge-free ATMs. The credit union directs its resources to fostering innovation, providing continuous learning opportunities, developing member relationships, identifying market opportunities, ensuring financial stability

## About Bank Intelligence Solutions

Bank Intelligence Solutions from Fiserv serves more than 400 financial institutions in 49 states. Its BankAnalyst online advisory tools provide an analytical advantage to banks ranging in size from community banks to large, regional institutions.

## About Raddon Financial Group

Since 1983, Raddon has provided innovative research data, insightful analysis, strategic counsel and marketing solutions to hundreds of financial institutions across the nation.

## Branch Performance and Growth Insights

The study's Branch Planning and Scoring analysis provided a blueprint for optimizing the performance of both existing and future locations. Bank Intelligence graded current locations on performance, profitability and market standing. Georgia's Own used the data to identify top-performing branches, focus on products and services with which branches can excel, and leverage this information for success at other locations.

Kathy Igou, vice president of branch innovation, emphasizes the value of market analysis in selecting new locations. "Bank Intelligence delivered census data, growth projections and market saturation in a geographic area, plus insight into how the demographics of the area matched up with our products and services," she says. Using this knowledge, the institution can target the best opportunities to enhance profitability, better serve members and avoid costly expansion mistakes.

## Analytics-Driven Marketing

Raddon took a complementary analytical approach by collecting, segmenting and analyzing current member demographic data. This process revealed which products members were using in specific locations, and which products they have a high propensity to choose. "We not only got an analysis of where we are today, but also a current analysis of our membership," Igou says. "It showed us where we should expand if our priority is mortgage loans, consumer loans, credit cards, wealth management or new account acquisitions."

Raddon applied this intelligence to develop targeted marketing strategies, also confirming expected return on investment in specific markets. The demographic insights also helped determine channel strategies, including promotion of online banking

## Challenge

Georgia's Own Credit Union wanted to grow in its current market of metropolitan Atlanta, but also expand its reach to more regions in the state.

## Solution

The credit union engaged Fiserv to provide intelligence based on market and member information to inform profitable expansion decisions.

## Proof Points

Using BankAnalyst Market, Bank Strategist Advisory Services and demographic research and analysis by Raddon Financial Group, Georgia's Own gained the insight it needed to affirm current successes and replicate that success in new locations with a well-conceived expansion plan. The Fiserv findings and recommendations:

- Identified geographical locations of current and potential members
- Graded current branch locations on performance, profitability and market standing
- Matched demographics in new market areas with in-demand products and services
- Proposed targeted marketing strategies

solutions and branches to equip with cost-effective ATMs.

## A Successful Engagement

"Fiserv exceeded our expectations" Garmon says. "Their senior strategists added even greater value by presenting the findings and recommendations to our executive management team which gave us confidence we were prioritizing the right things."



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