



# MARKETING



## CASCO FCU REWARDS CHECKING



**5%**

Increase in Debit/ACH Transactions



**1,919**

Rewards Members



**2**

Reward Account Types



**\$5,880**

Average Rewards per Month

**Your credit union’s rewards program needs an innovative, turnkey, core-based platform to drive Primary Financial Institution (PFI) status with members. Synergent Rewards is seamlessly implemented and maintained by a trusted service provider, eliminating manual processes like data transfers to third parties and resource-draining vendor management.**

Casco FCU, with over 8,500 members and \$70 million in assets, wanted to offer members an impressive, branded, custom designed rewards platform. They had previously offered a rewards-based account for many years through a third-party vendor. The program required manual transfers of files, and the credit union struggled with a process that resulted in daily time-consuming tasks, often at inconvenient times. Month-end posting of rewards was an arduous workflow. On top of all that, processing costs and fees were a financial barrier to providing member rewards and benefits.

Casco FCU made the decision to partner with Synergent to develop and implement a new rewards system. The process was seamless from the initial discussion to final product delivery and implementation. Months before “going live” on the new platform, a test was conducted to compare rewards posting with the credit union’s expectations, providing the validation to move forward with greater confidence and for a seamless transition to processing rewards on their core.

The ease of setup, pain-free implementation, and having all rewards post directly from the core to member accounts eliminated the friction and the need to monitor daily transfer files, saving the credit union valuable time and resources.

(continued)

*“Synergent Rewards encourages people to become members, thereby bringing more deposit dollars into the credit union, which we can then loan to our membership.”*

**~ Marti Allen**  
VP Operations  
Casco FCU

*"Synergent Rewards makes it simple to improve the financial lives of membership by rewarding beneficial behaviors. This manageable solution helps retain members while increasing product utilization through a rewards program that is simple to understand. As a trusted partner and an integration hub for credit union services, Synergent built this Rewards Platform directly on the core. Synergent Rewards was designed to support unique member and credit union objectives. The result is increased value and utility of core processing power."*

**~ Doug MacDonald**

VP Marketing Services  
Synergent

Along with Synergent Rewards comes eRewards email notifications to remind members to use their debit cards. Branded to match Casco FCU and newly refreshed with the help of Synergent Marketing Services, these notifications include visual aids to demonstrate cash back and dividends earned, as well as ATM fees refunded each month, thus coaching new habits.

## Q & A WITH MARTI ALLEN

### Vice President of Operations, Casco FCU

#### **What problem(s) were you trying to solve by adding Synergent Rewards?**

*We had been offering a rewards checking for five years through a third-party vendor which required a daily transfer of files. It was an automated process but often became a manual task for a variety of reasons. The month-end posting of rewards was also a manual process, so regardless of the day of the week, someone would need to log on to the system to process the month-end posting. And it was expensive to work with that former vendor!*

#### **What made you the happiest about working with Synergent on this project?**

*The process could not have been more seamless! The team we had initial discussions with listened very carefully to how we wanted it to work and asked questions we hadn't even thought about in order to make this successful. Working with Christine Bougie as the analyst made my job so much easier! She created all the reports we asked for (and more) and ensured the test environment was created early on in the process to compare reward posting with our current vendor before actually making the switch.*

#### **What is the main reason you would recommend Synergent Rewards?**

*The ease of setup and implementation and having all the rewards post directly from the core so there are no additional daily files to transfer.*

#### **What did you like most about eRewards email notifications?**

*The look and design are great! We offered these email notifications through our prior vendor, but Synergent made them more robust with an updated look.*

#### **How did Synergent's Marketing Services team elevate or add value to your rewards program?**

*The enhancements they made to our email notifications were very well-received. Synergent email notifications also include the cash back or dividends earned and ATM fees refunded that month, which shows the value of our rewards to the member each month.*

#### **What are three benefits of Synergent Rewards?**

- *Having everything processed directly through the core (tracking, reports)*
- *Added benefit for member retention because it offers rewards on free checking and encourages people to become members*
- *Cost-effective, which means more funds available for member rewards and benefits*

#### **How have members responded to your rewards program?**

*Very positively!*

Casco FCU has shared deep and overwhelmingly positive satisfaction with the product, noting the value and benefit of the investment in Synergent's Rewards platform. Having everything processed through the core helps with automation and, most importantly, provides an added level of benefits for both Casco and its members. Offering rewards on top of their free checking account has been especially beneficial for member retention.

### Success Example



**You qualified for rewards this month!**

Congratulations Valued Member!

You have earned dividends and ATM fee refunds with your Casco FCU Platinum Rewards Checking account for the monthly qualification cycle beginning the beginning of last month and ending the end of last month.

PLATINUM REWARDS CHECKING SUMMARY	
ONE-TIME ONLINE BANKING OR MOBILE BANKING LOGIN	YES
RECEIVE eSTATEMENTS	YES
TOTAL DEBIT CARD PURCHASES	12
DIVIDENDS EARNED	\$10.00
NATIONWIDE ATM FEES REFUNDED	\$12.00
<b>DIVIDENDS EARNED YEAR-TO-DATE</b>	<b>\$25.00</b>

As always, thank you for being a valued Casco FCU member.

**Keep Qualifying for Rewards**

- Have at least 12 debit card purchases post and settle
- Be enrolled in and agree to receive eStatements
- Be enrolled in and log into online banking or mobile banking a minimum of one time

WHITE LABEL WITH CREDIT UNION BRANDING

CELEBRATE SUCCESS

COACH MEMBER

CHOOSE AND CONFIGURE YOUR COMBINATION OF PROGRAM RULES

CHOOSE AND CONFIGURE MEMBER REWARDS



**You did not qualify for rewards this month**

So close Valued Member!

Unfortunately, you did not earn your Casco FCU Platinum Rewards Checking account rewards for the monthly qualification cycle beginning the beginning of last month and ending the end of last month.

PLATINUM REWARDS CHECKING SUMMARY	
ONE-TIME ONLINE BANKING OR MOBILE BANKING LOGIN	NO
RECEIVE eSTATEMENTS	NO
TOTAL DEBIT CARD PURCHASES	10
DIVIDENDS EARNED	\$1.00
NATIONWIDE ATM FEES REFUNDED	\$5.00
<b>DIVIDENDS EARNED YEAR-TO-DATE</b>	<b>\$2.50</b>

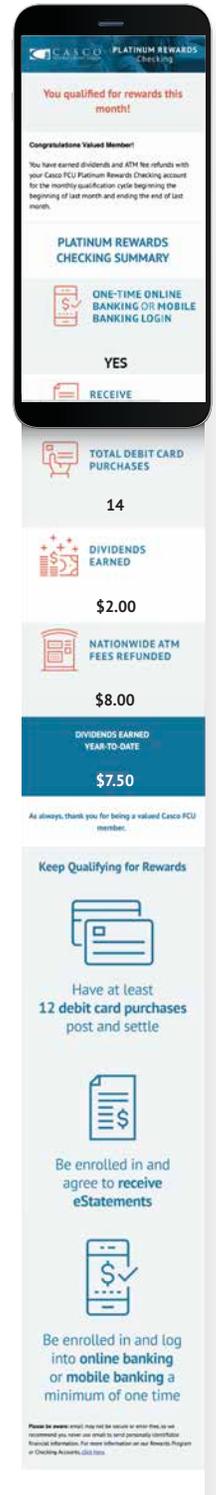
As always, thank you for being a valued Casco FCU member.

**Qualify Next Month for Rewards**

- Have at least 12 debit card purchases post and settle
- Be enrolled in and agree to receive eStatements
- Be enrolled in and log into online banking or mobile banking a minimum of one time

**Celebrate success and create card usage habits.**

**Remind members how to qualify.**



**For More Information**

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