



MARKETING



ENDURANCE FCU SYSTEM UPGRADE CAMPAIGN

Walking members through the journey, every step of the way!

Investing in technology upgrades benefits members and staff alike, but the process requires change. Communicating that change is good must be done clearly and concisely throughout the process. Having a defined plan and mapping out the journey helps everyone stay on the same path.

Endurance Federal Credit Union, headquartered in Duncan, Oklahoma, upgraded its technology platform to provide additional efficiencies and convenience to their members. Many of their products and services got a new look and became easier to access online. While the ultimate goal was to make services more convenient for members, these changes needed to be communicated in a way that was eye-catching, engaging, and easy-to-follow.

Partnering with Synergent Marketing Services, Endurance FCU launched a "Systems Upgrade Journey" campaign that targeted all 15,000 members over six months. Statement inserts, lobby posters, and a digital newsletter were designed with a cohesive look and feel that brought in elements such as map pins and outdoorsy scenes reflective of completing a journey. A graphic map illustrated the timeline for members and a step-by-step checklist was provided to ensure they completed all of the needed steps before the upgrade was complete, including downloading statements, re-enrolling in online banking, and adding the new and improved mobile app.

continued



6
Months



1
Unified
Message



15K
Targeted
Members



3
Marketing
Tactics



"The recent core conversion was a large undertaking for our credit union and communication with our members was of the utmost importance. Synergent Marketing Services came to the table with several different great ideas. We got to pick and choose some of the elements we liked the best and our "Journey" was created. This was a fun and creative way to communicate with our members the changes that were coming, what they could expect, who they could talk to and some of the things they would need to do prior to and after the conversion took place. We really relied on Synergent Marketing Services for their expertise in this conversion! They were a great partner for this whole process, from start to finish!"

~ **Charlsie Hartly**
 Chief Marketing Officer
 Endurance FCU

Award Winning



Category's Best - Diamond
 Membership Marketing

For More Information

Contact our Marketing
 Services Representatives

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Keeping members informed during times of change ensures they are included in the process and allows for a smooth, seamless transition. It also fosters the sense of connection that members have to their credit union. Synergent Marketing Services routinely helps credit unions communicate conversions and upgrades by developing a clear strategy, identifying the key points to share, and implementing a timeline that efficiently communicates throughout the process.



DIGITAL NEWSLETTER



PG 2 – PRESIDENT'S MESSAGE



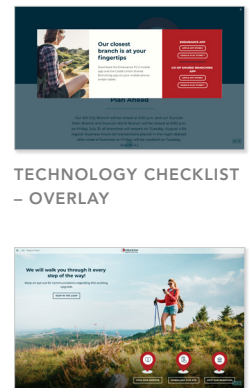
PG 3 – SERVICE AVAILABILITY

Campaign Services Included:

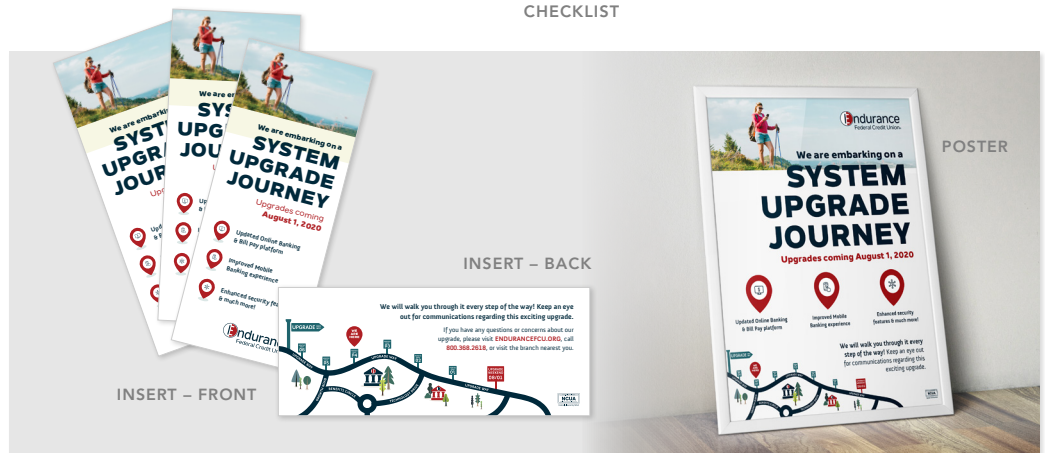
- Comprehensive Creative Concept and Design
- Copywriting and Message Development
- Statement Insert
- Digital Newsletter
- Poster
- Map of Conversion Journey
- Technology Upgrade Checklist
- Tracking, Monitoring, and Reporting



PG 4 – TECHNOLOGY CHECKLIST



PG 5 – CONTACT



INSERT – FRONT

INSERT – BACK

POSTER



RIGHT TIME. RIGHT PLACE. RIGHT SOLUTION.