

Casco FCU

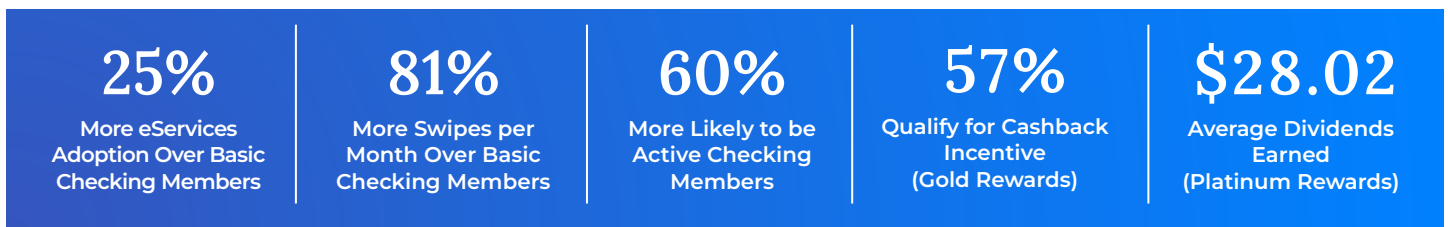
Synergent Rewards



Gorham, ME
Assets: \$112,565,750
Members: 9,026

"Synergent Rewards continues to be our go-to for checking accounts and seems to essentially run itself, without any issues. Having a marketing partnership with Synergent makes our jobs easier here at the credit union! Knowing we can reach out and rely on their expertise and experience gives us a sense of comfort that our marketing efforts are doing what they need to!"

Marti Allen
President/CEO
Casco FCU



Casco FCU Expands ROI, Boosts Engagement, and Lowers Costs with Synergent Rewards

A fully core-integrated rewards platform helps Casco FCU reduce overhead, grow checking engagement, and build lasting member loyalty.

Did you know that only about 5% of personal branch checking accounts offer a rewards program?

(Source: WalletHub)

Offering a strong rewards program can be a key differentiator for credit unions who want to stand out in an increasingly competitive space. For many members, taking advantage of a rewards program can provide them with benefits for the transactions they are already making, or can encourage them to complete financially beneficial activities each month to receive rewards. For credit unions, rewards programs can help keep your credit union top-of-wallet, increase member loyalty, and generate a strong return on investment.

Why Casco FCU Chose Synergent Rewards

When choosing their member rewards platform,

Casco Federal Credit Union, headquartered in Gorham, Maine, selected Synergent Rewards, a Jack Henry™ Symitar® core-based rewards program designed to help credit unions build strong relationships with members by providing incentives to use specific services. The program is white-labeled with the credit union's branding and syncs seamlessly within their digital banking app.

Casco FCU sought a rewards platform that checked several boxes. They wanted a solution built directly on their core that eliminated the need for monthly, manual file transfers. Cost was also a priority—they needed an affordable alternative to third-party products with steep implementation costs, licensing fees, and per-member pricing. Just as important, they wanted a program they could truly own: one that was flexible, brandable, and able to adapt as member expectations, competition, and economic conditions continue to evolve.

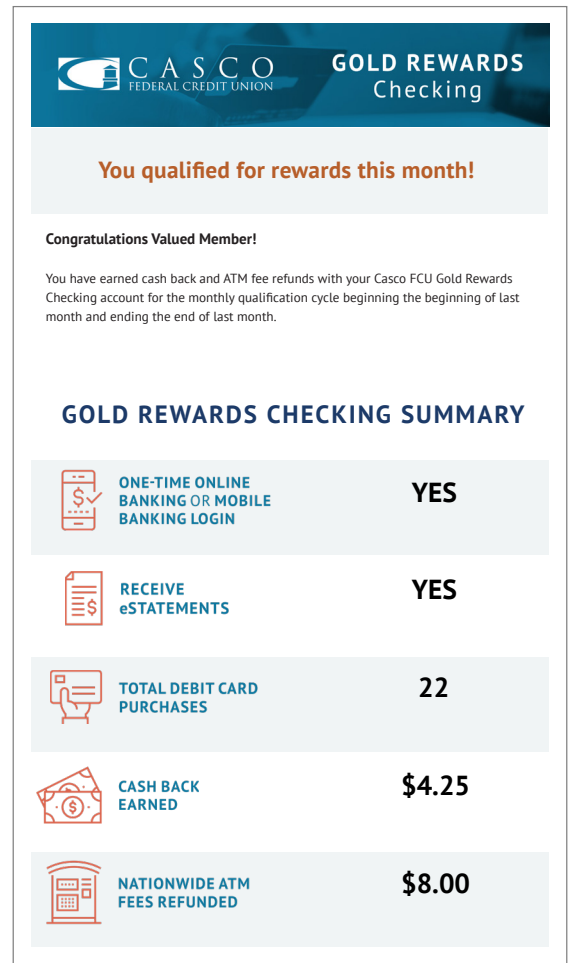
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Synergent Rewards

Because Synergent Rewards is so flexible, the credit union was able to choose their criteria for rewards qualification, which includes making a set number of debit card purchases each month, enrolling in eStatements, and regularly logging into online or mobile banking. Members who meet the criteria are rewarded with cash back incentives, ATM fee refunds, and higher yield dividends.

Casco FCU's Customized Rewards Program

Casco FCU defined two levels of their rewards program with features and benefits to align with member habits, creating clear pathways for members to deepen engagement. The Platinum Rewards Checking rewards savings behavior while the Gold Rewards Checking incentivizes transactional activity. Both programs emphasize digital engagement requiring the same qualifying electronic activities. Members chose which program they wanted to be part of and included standard checking tools for members, including online banking and bill pay, mobile banking with mobile deposit, eStatements, Visa debit card, telephone banking, and unlimited check writing.








CASCO FEDERAL CREDIT UNION GOLD REWARDS Checking

You qualified for rewards this month!

Congratulations Valued Member!

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

GOLD REWARDS CHECKING SUMMARY

 ONE-TIME ONLINE BANKING OR MOBILE BANKING LOGIN	YES
 RECEIVE eSTATEMENTS	YES
 TOTAL DEBIT CARD PURCHASES	22
 CASH BACK EARNED	\$4.25
 NATIONWIDE ATM FEES REFUNDED	\$8.00

Casco FCU's Customized Rewards Program:

Qualifying Activities Each Month	Gold Rewards Checking Member Benefits	Platinum Reward Checking All Gold Member Rewards Benefits, Plus:
<ul style="list-style-type: none"> Make 20 debit card purchases Enroll in e-Statements Log into online or mobile banking at least once 	<ul style="list-style-type: none"> 2% cash back on everyday debit card purchases (Up to \$6/month or \$72/year for using card) Up to \$20 in ATM fee refunds nationwide No monthly service fees, no minimum balance 	<ul style="list-style-type: none"> Earn up to 3% APY on balance each month up to \$25,000 0.25% APY on balances over \$25,000

Casco FCU

Synergent Rewards

Uncovering Success

Casco FCU and Synergent have shared a long partnership. In addition to Synergent Rewards, the credit union accesses a variety of payments, technology, and marketing solutions through Synergent. As part of measuring the success of Synergent Rewards, both from a checking and a member engagement perspective, Synergent Marketing dug into the data and examined how Casco FCU's rewards program was performing during a Data Snapshot Analysis. The process uses member data to reveal opportunities for targeted marketing campaigns and produces a report that visualizes trends and program performance, and measures return on investment. Once the Data Snapshot Analysis is generated, strategies can be set that are informed and guided by data.

Turning Data into Strategy: Casco FCU Rewards Performance Results

The Data Snapshot Analysis examined numerous areas, including:

- Email Results – Gold Rewards and Platinum Rewards Campaigns
 - Basic Checking vs. Rewards Checking
 - Checking Account Trends: Open vs. Closed Accounts
 - Debit Purchase Activity by Category
 - eServices Adoption
 - Monthly ATM Withdrawals
 - Monthly ACH Deposits
- Rewards Results Matrix
- Rewards Payout vs. Estimated Rewards Income

The comparisons throughout the report were between Rewards and Basic Checking to uncover differences in trends. It also tracked whether the members also had a credit card with Casco FCU.



The Synergent Data Snapshot Analysis examines member behaviors and product performance, turning data into actionable marketing strategies. Reports can be generated in a variety of areas beyond rewards, including ACH and lending recapture, primary financial institution, member insights, new member onboarding, and reboarding/cross-sell.

“When we complete a Data Snapshot Analysis, it is clear to see what is working well, which is something we can celebrate. Equally important, we also can identify opportunities where we can make adjustments or send communication to targeted members to improve results even further. Our involvement didn't end with the implementation of Synergent Rewards: that was just the beginning. Together, we review and refine the program to ensure Casco FCU and its members are getting the most out of it.”

Jennifer Braziel

Data Mining Specialist III
Synergent

Casco FCU

Synergent Rewards

Key Takeaways, Insights, and Recommendations

Rewards Members by Monthly Debit Purchases Category

April 2025

Casco FCU

Rewards Checking Accounts: **2,550**

With Credit Card : **613**

Without Credit Card : **1,936**

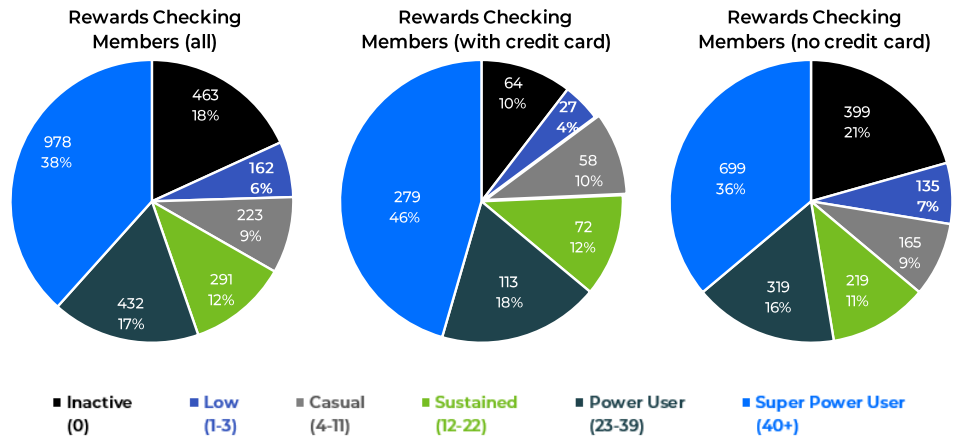
Basic Checking Accounts: **2,429**

With Credit Card : **336**

Without Credit Card : **1,983**

	Gold Rewards	Platinum Rewards
Monthly Debit Purchases	20	20
eStatements	Required	Required
Digital Banking	Required	Required
ACH Deposit / Payment	Not Required	Not Required
Cash Incentives	2% cashback on up to \$300 debit purchases (\$6 cashback max per month)	0.05%-3.00% APY based on average daily balance
ATM Refunds	up to \$20 per month	up to \$20 per month

Rewards members are shown below organized by number of monthly debit purchases and whether they have a credit card as well.



Basic Checking Members by Monthly Debit Purchases Category

April 2025

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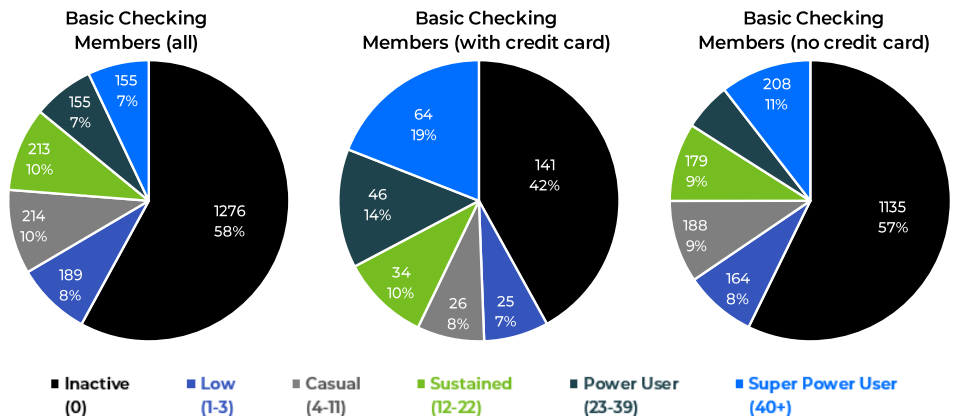
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Synergent Rewards

Members and Credit Unions “Win” When Rewarding Behaviors

Every Data Snapshot Analysis closes with key takeaways, insights, and recommendations that are actionable for the credit union to review and consider. For Casco FCU, these included:

- Casco Rewards checking members had 25% more eServices adoption over basic checking members.
- Casco Rewards checking members are 40% less likely to be inactive over basic checking members.
- Casco Rewards checking members are 10% less likely to close their account over basic checking members.
- 57% of Casco Gold Rewards checking members qualify for cash back, earning on average \$6.27 monthly per member.
- 51% of Casco Platinum Rewards checking members qualify for dividends, earning on average \$28.02 monthly per member.
- Of the members who did not qualify for rewards in a month, none were disqualified in all three requirement areas (minimum monthly debit purchases, not meeting minimum purchases, or not logging into digital banking).
- 38% of Casco Rewards Checking members had over 40 debit purchases per month vs. only 7% of basic checking members making over 40 debit purchases.

Rewards Payout vs. Estimated Rewards Income

April 2025

Casco FCU

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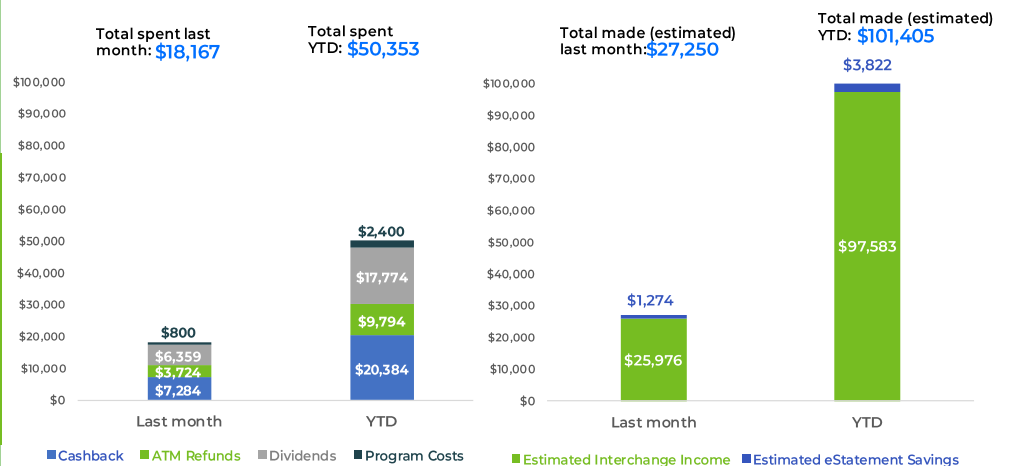
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Shown below is how much was paid out in cashback, ATM refunds, dividends and program costs over the last month and year to date as compared to the estimated interchange income earned on rewards debit purchases and postage savings for eStatements adoption. The estimated interchange earned is based on an estimate of \$0.29 earned per debit purchase. The estimated eStatement savings is based on a postage savings of \$0.50 per rewards member signed up for eStatements monthly.



Casco FCU

Synergent Rewards

“Casco FCU’s results highlight exactly why Synergent Rewards was created. A flexible, core-integrated program like this strengthens member relationships, drives digital engagement, and delivers measurable returns. By pairing rewards with actionable data insights, Casco is not only differentiating itself in a competitive market but also creating lasting value for its members.”

Doug MacDonald

Vice President – Marketing Solutions
Synergent

“Synergent Rewards has been a game-changer for our credit union. What excites me most about Synergent Rewards is seeing the difference it makes for our members. When people choose to join our credit union, they’re not just opening an account—they’re joining a community. Synergent Rewards encourages that step and has helped us bring in more deposits, which we can then reinvest back into the credit union. It allows us to give back in a way that truly benefits our members.”

Marti Allen

President/CEO
Casco FCU

Learn More

Casco FCU’s success is proof that a flexible, core-integrated rewards platform can deliver measurable impact while keeping operations efficient.

Ready to see what a rewards program can do for your credit union? Contact us to schedule a Data Snapshot Analysis and Program Consultation today.