

RFG Case Study: *Revenue Enhancement*

RFG identifies over \$1.6 million in revenue uplift

Client:

A \$820 million community chartered credit union.

Business Problem:

The credit union's market service area was suffering from a depressed economy, significant layoffs in contiguous industries and plummeting real estate values. Management maintained a long term view and was motivated to provide value based services to their members.

Process:

RFG's CEO Strategies Group analysis served as the discovery process to understand the unique segments of the member base and identify gaps and variances in product usage, household profitability and product profitability. Concurrently, a competitive scan of other in-market credit unions provided a comparison to overlay products, pricing and attributes. Together with transactional and financial data, RFG calculated potential revenue uplift based on various market and pricing options.

Recommendations:

RFG presented management with a comprehensive roadmap that outlined twenty three recommendations to improve top line revenue that revolved around ancillary services, consumer and business checking and consumer, mortgage and commercial lending. The opportunity for revenue uplift was \$1,658,000.



Mandate ...

Develop a business case to drive revenues across all segments of the balance sheet

... Achieved

- Identified over \$1.6M in revenue uplift
- Presented findings to include an overview of current practices, competitive environment and various options to drive new revenue streams

