

## Deposit Growth

Find ideal products, markets and campaigns to increase deposits



Credit unions rely on deposits to fund their lending operations and other major initiatives. Savvy credit unions leverage Raddon research and in-depth analyses to build future-proof deposit strategies that fuel and improve the entire organization.

Credit unions are in a tight spot: The industry is crowded and hyper-competitive, plus the lending market is hot. Every deposit is critical to support an active lending business – and hard-earned.

A deposit growth engagement with Raddon helps credit unions find and grow relationships with depositors, identify new deposit products and member segments, adjust pricing and improve profitability overall. Raddon can help guide your credit union through emerging issues and toward strategies that drive growth.

The engagement includes a series of studies and surveys, overlapped with 30 years of industry data and trends. Raddon also conducts an unbiased assessment of your deposit products, comparing them to national and market peers. And we mine your ACH data to find important patterns and opportunities.

Armed with this information, credit union leaders can identify ideal strategies and build campaigns that drive deposit growth.

### How It Works

Your deposit growth engagement starts with an objective, data-driven review of your organization. We use unbiased information from your credit union, peers and the industry to set a baseline for your deposit business.

We also review satisfaction and sentiments from current depositors. Then we dig into transaction-level ACH data to find areas to deepen member relationships.

Based on your current market position and opportunities we identify together, Raddon helps you build a highly targeted marketing campaign to jumpstart growth. Our team will facilitate the whole effort, from target list creation to artwork, fulfillment and campaign measurement.

Throughout our engagement, you'll have access to proprietary Raddon research on consumer and financial industry topics. You'll receive every new research study we release, plus access to past studies, webinars and expert analyses.

Our analyses are presented in person, followed by a planning session with an expert consulting team. In a daylong workshop, Raddon will help develop an action plan to convert the findings from the engagement into goal-focused, measurable strategies.



Raddon has been providing financial institutions with research-based solutions since 1983. Since we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

## What We Deliver

The deposit growth engagement provides information and strategies to increase deposits. Deliverables include:

- An extensive, custom performance and opportunity report, plus calculations of your potential earnings
- Benchmarks and peer comparisons to gauge your performance against national and peer group averages
- In-depth discovery of member opinions, attitudes and loyalty
- Share-of-wallet metrics for your current households so you can identify organic growth opportunities
- Ideal market segments based on generational and demographic profiles of your members, plus patterns found in your ACH data
- A comprehensive product gap analysis based on current market data and competitor product analyses
- A robust visual analysis of your members' banking preferences and the competitive landscape
- Recommendations on best-in-class deposit products developed to meet current and potential member needs
- Development, execution and measurement of a highly targeted marketing campaign
- A full-day planning session to develop an action plan for deposit growth
- Support from action plan coordinators and expert consultants
- Access to workshops, proprietary research reports, networking opportunities and industry experts

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**On average, organizations with a highly loyal customer base perform 59 percent better in growth terms compared to those with lower loyalty.**  
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Source: Raddon Loyalty Index results  
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## Key Benefits

Uncover way to increase deposits and improve the member experience and overall performance.

- Improve deposit sales, revenue and margins
- Understand member attitudes, expectations and preferences, plus barriers to sales
- Build high-potential market segments and campaign messaging
- Execute a highly targeted deposit campaign
- Uncover and prioritize training needs
- Develop a research-based action plan for deposit growth

## Connect With Us

For more information about a deposit growth engagement with Raddon, please contact us at 800-827-3500 or visit [www.raddon.com](http://www.raddon.com).



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