

“Thanks to CuneXus, we’ve been able to drive digital lending innovations, while also significantly improving the customer experience—these are the factors we know will keep CAP COM FCU competitive over the long term.”

Cliff Carignan

Senior Lending Administrator
CAP COM Federal Credit Union

4 REASONS WHY:

CuneXus should
be your digital loan
acquisition partner



CAP COM Federal Credit Union

While the program results are amazing in terms of lending, this case study also highlights the incredible operational efficiencies realized by the Credit Union, and how they achieved employee buy-in from the very start of the program by going “Back to the Future”.

Auto Loans			
Fiscal Year	Summer (Jun-Aug)	Fall (Sep-Nov)	Winter (Dec-Feb)
2016 Without CuneXus	\$23,135,648	\$20,303,759	\$19,945,39
2017 With CuneXus	\$33,927,217	\$30,638,077	\$27,537,035
Growth	46.64%	50.90%	38.06%

Arizona Federal Credit Union

In this case study you will read how Arizona Federal Credit Union partnered with fintech company CuneXus to take their member experience to the next level. Even with higher than industry-average pre-approved response rates, Arizona Federal wanted to push the lending envelope. The always-on visibility of the CuneXus pre-approved loan offers not only improved the front-end experience for members, but also saw a hefty 35.9% increase in response rate, leading to higher ROIs and more loan revenue for the credit union.

“The question was, ‘How can we deliver a quick, easy, ubiquitous and frictionless lending experience to our members — without trying to build it ourselves?’”

Eric Givens

Senior Director of Research and Development
Arizona Federal Credit Union

Loan Type	Spring 2017 Without CuneXus' technology			Summer 2017 Utilizing CuneXus' technology		
	Offers Redeemed	Response Rate	Funded Amount	Offers Redeemed	Response Rate	Funded Amount
	29,799 total members pre-approved 7.5% response rate			35,208 total members pre-approved 10.2% response rate		
Credit Card	402	1.35%	\$755,470	923	2.62%	\$1,921,718
Home Equity	229	0.77%	\$4,878,022	285	0.81%	\$5,403,479
Personal Loan	336	1.13%	\$1,178,914	532	1.51%	\$1,621,634
Vehicle Loan	1,258	4.22%	\$12,668,606	1,861	5.29%	\$18,678,628
Total	2,225	7.47%	\$19,481,012	3,601	10.23%	\$27,625,459

Embracing Automation: Lending Efficiency & Simplicity In Five Easy Steps

With so many FIs focused on the front-end customer experience, inefficient back-end operations are often left in place. This white paper focuses on how the CuneXus solution achieves balance for financial institutions, in both consume facing and back-end procedures, as they strive to keep up with the expectations of a modern economy. Read how greater efficiencies lead to better customer experiences in CuneXus' first white paper.

Chief among the CuneXus' technology and automation benefits are:



Shorter processing times, made possible by straight through processing



Increased profitability



Broader functionality



Greater flexibility



Seamless integration with leading LOS and digital banking platforms

“Financial institutions know they need a digital presence to remain competitive — but turning a paper application into an online application just isn't going to cut it.”

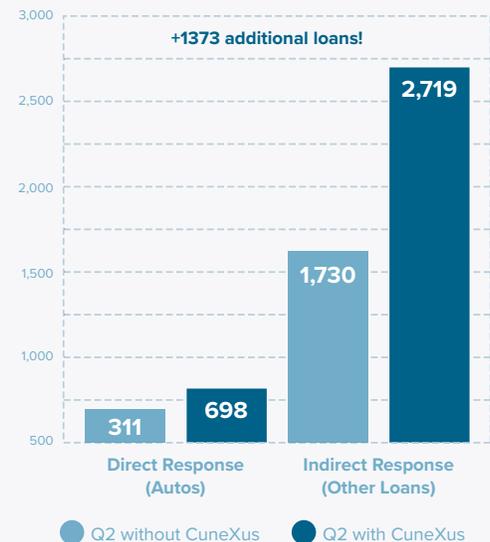
Craig Durkey

Vice President of Lending Strategy, CuneXus Solutions

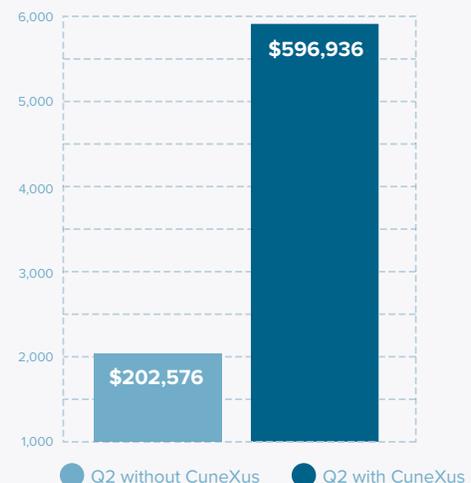
Educational Employees Credit Union

EECU was CuneXus' first client to use cplXpress. Their first campaign launched with one simple online banking integration, before many of the bells and whistles we offer today. With an ROI of more than 363% and a 50% decrease in acquisition cost per loan, these results are proof that the perpetual pre-approved lending strategy works — even stripped-down to the basics.

Loan Acceptance Up 68%



Total Campaign Revenue Increased By \$394,000



About CuneXus

CuneXus is a fintech company redefining the traditional lender-borrower paradigm by bringing hassle-free loan acquisition to the modern economy.

We work with financial institutions like yours to overcome the friction associated with cumbersome and costly traditional lending processes.

Read more about our journey with your peer financial institutions at cunexus.com/ publications or stop by our booth to pick up the full publications featured here.

“It was like going from black-and-white to color. With cplXpress we can leverage our online banking, email, and mobile channels too. Our first loan pre-approval campaign with CuneXus was a huge success.”

Michelle Hernandez

Communications Director
Educational Employees Credit Union

Find out how we can help drive
your digital loan acquisitions.

Schedule a demo at:

cunexusonline.com/request-a-demo



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