

Data Driven Credit Limit Increase Program Increases Member Spending by **25%**



COMMONWEALTH CENTRAL CREDIT UNION PARTNERED WITH PROBRIDGE'S PROFESSIONAL SERVICES TEAM TO CREATE AN AWARD-WINNING CREDIT LIMIT INCREASE PROGRAM.



Background:

Building a Better Understanding of Members

CommonWealth Central Credit Union, a \$675 million asset credit union with 40,000 members, has been partnering with ProBridge for a number of years with the focus of deepening CommonWealth's understanding of their membership. ProBridge and CommonWealth's combined efforts have created a cycle of continuous improvement. The data that ProBridge uncovers about the CommonWealth membership allows the credit union to make decisions based on members' wants and needs, deepening their engagement and providing new insights when ProBridge next collects and analyzes the data.

One such campaign was a comprehensive credit card portfolio analysis. The analysis revealed that there was a lot of potential to engage inactive credit card holders. After some initial spend campaigns to prompt usage among members, CommonWealth and ProBridge worked together to build a credit line increase program.

Goal:

Building a Custom Credit Increase Solution

CommonWealth had not conducted a credit line increase campaign before and relied on ProBridge's expertise to aid in the development of the program. While ProBridge's sister brand, Rise Analytics, does offer a Credit Line Increase Program, CommonWealth wanted something custom to them and their members. They have an ongoing Professional Services contract with ProBridge's Talent business line, providing them with two offshore resources and an onshore manager.

These resources have been working with CommonWealth for a considerable amount of time, and the credit union considers them to be an extension of their team. When CommonWealth decided on the credit line increase program, they turned to their ProBridge resources to begin building the program. "Our credit union isn't large enough to have a full-blown Business Intelligence department with Data Scientists," said CommonWealth Central Credit Union's Chief Marketing Officer, Jennifer D'Amico. "ProBridge is a great addition to our team that allows us to gain access to the expertise and resources we don't have internally."

CommonWealth's main objective with building the program was to have something that was completely custom to them, that considered multiple parameters and helped to mitigate risk. Rather than a single algorithm that awarded a set increase after certain criteria were checked off, CommonWealth, with the help of the ProBridge resources, was able to create a tiered system that awarded different levels of credit increase based on various criteria.

**CommonWealth
Central Credit Union**
SAN JOSE, CALIFORNIA

40K
members

\$675M
in assets

Results:

Increased Credit Card Usage for a Sustained Period

The results were quick to pour in once the program launched. Commonwealth saw an immediate overall balance increase of 20% in the group that received the credit line increase. Overall spending in the group went up by 30%. Though they were thrilled with these quick results, the long-term results were more intriguing to them than the quick wins. A year after the campaign was launched, the credit union found that there was an almost 30% increase in average balances among the group that received the credit limit increase. Further, the overall risk level for the portfolio remained low, even with the increased limits and the increased spending.

Additional data review identified how spending habits changed among those who had high and low credit card usage prior to the limit increase.

Credit Card

CARD USAGE PRIOR TO THE INCREASE	BALANCE INCREASE BY PERCENTAGE AFTER LIMIT INCREASE
Low Use	100%+
High Use	20%+

To fully measure the outcomes of the program, a control group was used for the credit line increase program. Commonwealth took a segment of their members who had been selected by the program to receive the credit line increase, and withheld it instead, then monitored their spending habits for the same duration as those who did receive the increase. The results are impressive.

Credit Card

PROGRAM	SPENDING INCREASE BY PERCENTAGE
No Credit Limit Increase	~5%
Credit Limit Increase	~30%

“

ProBridge has helped us advance our data capabilities tremendously. We know there is more work to do on our data analytics journey, but we've come a long way and it's thanks to this partnership.”

JENNIFER D'AMICO, COMMONWEALTH CENTRAL CREDIT UNION'S CHIEF MARKETING OFFICER

The testing clearly shows that while there was an overall increase in spending among the members, it was 25% higher for those that received the credit limit increase.

The campaign was so successful that it won a 2023 MAC Gold award in the Member Segmentation category. This award was granted to credit unions who marketed to a specific segment of their membership and were able to show amazing results. The partnership between ProBridge and Commonwealth made winning this award possible.

Commonwealth intends to continue the partnership with ProBridge. Next on the list is further development of their member persona strategy. “We have so much amazing data available to us, and in the past, we weren't able to utilize that data and gain actionable insights,” said D'Amico. “With ProBridge, it's been great to share our thoughts and ideas and watch them use their expertise to bring those ideas to life with consumable data and future action steps.”

CommonWealth Central Credit Union SAN JOSE, CALIFORNIA

30%

total increase in spending

100%

increase in balance among previously low usage members

25%

increase in spending in members included in the program compared to those excluded

ABOUT PROBRIDGE ProBridge is a specialized talent services provider that seamlessly integrates their top-tier talent into existing teams. ProBridge's bench of talented tech and other industry professionals are ready and able to provide the expertise and skills needed to scale efficiently and achieve business objectives. As your partner in growth, ProBridge can help your organization be as productive and cost effective as possible, allowing you to create more value for your clients. Learn more at ProBridgeServices.com.

