

Adding Tech Experts to Create Robust Reporting



FINANCIAL PARTNERS CREDIT UNION PARTNERED WITH PROBRIDGE TO UTILIZE PROFESSIONAL SERVICES TO BUILD A CUSTOM DASHBOARD AND SPEED UP DELIVERY.

Background:

Achieving Holistic Reporting

Headquartered in Downey, California, the \$2 billion in assets Financial Partners Credit Union had a decent data management set up: they already had a data warehouse and were producing reports on various aspects of the credit union. But they realized their reporting was siloed, with each report only looking at how the data related to the department that produced the report. A constant refrain of “I wish we had this information in one place” as well as a need to understand the data behind the numbers motivated Financial Partners to reconsider how they accessed their data. They knew they wanted a more holistic approach to data reporting with dashboards; they also knew they would need help to achieve that goal.

Financial Partners has had an ongoing relationship with ProBridge for a number of years, so when they decided they needed more details in their custom dashboards, they turned to ProBridge’s Professional Services solution, one of the options for professional assistance offered by ProBridge. Professional Services allows a credit union to contract ProBridge tech talent into the credit union’s existing team, working side-by-side on projects as assigned.



Goal:

Build a Custom Dashboard to Provide Insights into Member Behavior

Financial Partners chose to utilize several of ProBridge’s offshore resources, allowing them to achieve a 24-hour working model. Financial Partners intends to create multiple dashboards, but they chose one centered on member activity as their first project. They had an existing tech team, and were able to split the work, with the existing analysts building the scripting for the dashboard then handing it off to ProBridge resources to begin construction of the dashboard.

Over the next few months, the dashboard began to take shape and the project grew. During the development process, new member activities were identified that Financial Partners wanted to be able to track and easily visualize, changing the goals for the final product. Because the ProBridge resources functioned as part of the existing Financial Partners’ team, the phrase “scope creep” was never used. All resources simply adjusted, as did the other members of the team, and kept working. The flexibility provided by the Professional Services solution meant that the delivered dashboard was able to incorporate the needs of multiple departments, ensuring the input and satisfaction of a variety of stakeholders.

Financial Partners Credit Union

DOWNEY, CALIFORNIA

85K
members

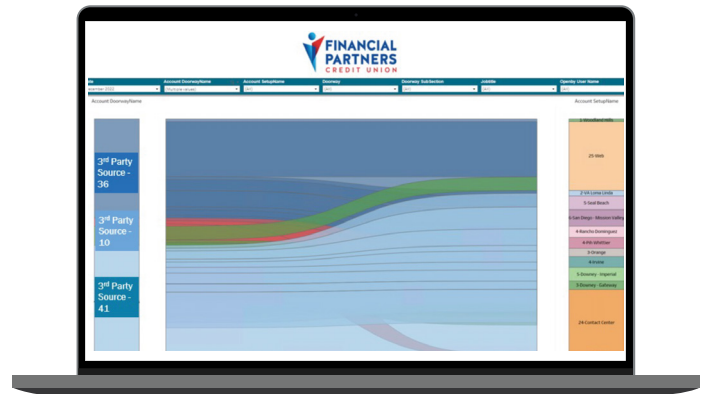
\$2B
in assets

Results:

Truly Robust Data Visualization

The final product was a truly customized Membership Dashboard. What started as a basic dashboard based on Financial Partners' internal summarized reporting had become a robust, 26-page dashboard unique to Financial Partners' needs. This dashboard allows staff to analyze details that aid in research and inquiry. With the additions of filters and timelines to sift through membership data, Financial Partners can now see five-year trends as well as charts, graphs, maps and crosstabs of the data, all available at the user level.

One function Financial Partners was especially interested in building into their dashboard is something they refer to as "Doorway." This function allows them to view what channel brought a new member in, such as credit cards, auto loans or a third-party relationship. Once the new member is assigned to a branch, the staff at that branch would have details about the new member readily available, allowing them to personalize any interactions with the member or promotions sent to them.



Doorway Report:

Analyzes from where the new membership originated.

In addition to providing greater visibility into their members' activities, the new dashboard has also provided much needed automation to what had previously been a manual process. "There were a lot of things that staff were doing manually, on weekends or in their spare time – if anybody's got any – which now is automated in this dashboard," said Michael Stavrakis, Vice President of Finance at Financial Partners Credit Union.

Financial Partners views this dashboard as just the beginning of their new data journey, and ProBridge's Professional Services will be there to see them through the next phases. After the success of the beginning of their journey with Professional Services, Stavrakis has this to say to other credit unions considering the service: "Don't wait. There's a lot of things one can think about and get hung up on but take that leap of faith and go for it."

With this first project done, Financial Partners is looking to the future. Next projects include identifying transaction trends for their member products.

“

We're just really excited about where we're going to go with our journey and the partnership with ProBridge.”

MICHAEL STAVRAKIS, VICE PRESIDENT OF FINANCE
AT FINANCIAL PARTNERS CREDIT UNION

By monitoring this Doorway, Financial Partners are able to keep a pulse on growth areas and assign more resources as needed. They are also able to gain insights into what offerings and opportunities are drawing new members, allowing them to adjust their strategies based on the data.

Financial Partners Credit Union DOWNEY, CALIFORNIA



Robust dashboard

with 26-page automated reporting



Custom reporting

including member doorway



Flexible projects

and no fear of scope creep

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.

