



**IMS, Inc. Helps Oswego
County Federal Credit Union
Garner an MROI of 1105%**



IMS, Inc. Uses Its VarioPrint i300 to Help Oswego County Federal Credit Union Garner an MROI of 1105%

There are people you do business with. Then there are partners. When Oswego County Federal Credit Union found the right partner in IMS, Inc., it also found a Marketing Return on Investment (MROI) of 1105%.

BACKGROUND

Oswego County Federal Credit Union, based in upstate New York, is an \$85 million financial institution that has experienced astonishing 300% growth over the past 10 years. Its four locations in New York — East Oswego, West Oswego, Fulton and Mexico — offer a wide variety of member services, ranging from high-rate checking and savings accounts to retirement accounts, certificates of deposit and money marketing accounts.

While Oswego offers outstanding financial services, its growth can be credited to more than a great product line-up. It can be credited to great data.

Oswego is a creative marketer that seeks to understand both its member demographics and what motivates them to make financial decisions. It gathers a wide variety of member data that is sent to its data house, where it is analyzed, aggregated and summarized, and used to improve its marketing over time. It uses a two-pronged approach — one for existing members and another for “future members” it hasn’t acquired yet.

“We are great believers in using data,” notes Bill Carhart, CEO of Oswego County FCU. “The only way you can market effectively these days is to take the time to create highly targeted offers that make sense for each member.”

PROBLEM

But Oswego had a problem. Its former marketing services provider didn’t share its vision. The provider lacked creativity and problem solving and didn’t seem to “get” the credit union’s vision for truly personalized marketing and communications.

“The results were well below industry standards,” Carhart says. “We have a very unique membership and unique marketing ideas. We did not want the cookie cutter approach.”

When its contract expired, Oswego knew where to look. It approached IMS, Inc., which was



Bill Carhart, CEO of Oswego County FCU

already producing its printed and e-statements. IMS, Inc. does more than statement printing, it delivers a full range of critical multichannel marketing and data-driven communications. IMS also grew its business on small to mid-sized credit unions, so it understands the business well.

Carhart knows this firsthand. He had worked with IMS, Inc. for 20 years, first at another company and then at Oswego for 13 years. He knew what IMS could do. “There are people you do business with. Then there are partners,” he says. “Our track record with IMS, Inc. told me that they would capitalize on available technology and really help us achieve our marketing goals.”

IMS, Inc. was ready to hit the ground running. It had recently installed two VarioPrint i300 high-speed production inkjet presses, a ColorStream 6900 and a full suite of PRISMA Production Workflow from Canon Solutions America. “We were thrilled that Oswego approached us about handling their marketing communications, too,” notes Francis Coudriet, director of marketing innovation of IMS, Inc. “We knew that our new press would not only help keep their production rolling, but save them money and give them additional flexibility not available in the traditional hybrid offset workflow they were using.”

SOLUTION

Oswego was immediately impressed with IMS’s deep data experience. “IMS continually strives to leverage our investment in technology to create an enhanced value proposition for our customer base while helping them drive revenue,” says John D. Mashia, Jr., President and Chief Operating Officer at IMS, Inc. “We felt confident that we could help Oswego County FCU drive a successful Omni Channel Campaign by leveraging our unique data driven suite of technology services and utilizing our Canon inkjet presses to produce market leading high quality member communications.”

Oswego also loved how the team engaged with its data house to come up with creative solutions. “IMS could sit down and speak their language,” Carhart says. “They worked together on the data side of things, understood what we were looking to do, and how they could marry our needs to the capabilities of their advanced technology.”

Oswego’s vision for its highly personalized communications was coming to life. The team developed a multi-touch, multichannel campaign that used deep data insights to rotate different offers to highly targeted audiences on a monthly basis. Offers ranged from home equity to loans to credit card offers to traditional consumer loans.

To create the mailings, Oswego identifies which product it wants to sell. Its data house analyzes the current data and identifies the right target audiences to fit those criteria. “We make a significant investment in data analysis,” Carhart says. “It costs more, but it also makes our marketing dollars more effective.”

The campaigns use a combination of direct mail, email and transpromotional onserts. “Each is scheduled so it complements the others,” Coudriet explains. “We use a multichannel approach to optimize the effectiveness of the message.”

As recipients respond to the mailings, Oswego captures that data and inputs it back into its

database. “We learn, not just what marketing offers different members respond to, but what new products may need to be worked into the mix and which customer bases yield the highest profitability for us,” Carhart explains.

In addition to the direct results to the campaign, Oswego sees a lot of indirect results, too. “For example, if someone is being targeted for a checking account that they might not need at the time, they may still take a look at the mailing and say, ‘Oh, they have a great credit card offering or CD,’” Carhart says.

How do the VarioPrint i300s, ColorStream 6900 and PRISMA workflow support Oswego’s marketing plans? The high speeds of the press, combined with its ability to offer a wide variety of in-line finishing, means that IMS Direct can better manage the cyclical workflow typical of credit unions. “The nature of this work is that the vast majority of production is occurring at the beginning of the month,” Coudriet says. “We run multiple shifts here, including weekends, but it helps to have that additional firepower. It allows financial clients like Oswego to mail at higher volumes without seeing a drop in the level of service that they have become accustomed to.”

IMS, Inc.’s VarioPrint i300s and ColorStream 6900 also supports Oswego’s ability to add high-quality, variable color. “The color quality of this press is really outstanding,” Carhart says. “That level of quality at these volumes is not something everybody can do.”

As if it couldn’t get better, Oswego is saving money, too. By moving to a full white paper workflow, it no longer has to warehouse as many shells. This helps save the credit union money on inventory, storage, and warehouse management.

RESULTS

Carhart describes the results of the new partnership as “wildly successful.” As of March 31, 2017 (based on data from February - November 2017), it has seen an astonishing 1105% MROI on the program.

- Direct response rate was 4.9%, higher than the industry average of 4.5%.
- Indirect response was 24% compared to 18% industry average.
- Direct results from the campaign were just shy of \$4 million in new accounts.
- Indirect results were close to \$13 million.

But the true MROI doesn’t stop with a single campaign. It extends through the lifetime



IMS, Inc. utilized its two VarioPrint i300s, a ColorStream 6900 (pictured above) and PRISMA workflow to serve the Oswego County Federal Credit Union.

membership of new customers Oswego acquires. “Our ability to be timely with the offers that we put out there goes a long way toward establishing a relationship with that member,” Carhart says.

Looking forward, Oswego will continue to invest in its member data and let that data do the talking. “Our MROI is already outstanding, and with the help of IMS Direct, we’re looking forward to see how much higher it can go,” Carhart concludes. “After all, no one ever said, ‘Our ROI is too high!’”