



Educational Employees Credit Union

Improved member services and reduced costs by using Experian's address verification solution.

At a glance

Industry:

- Finance

Business description:

- Educational Employees Credit Union (EECU) is one of the oldest credit unions in California with 13 branches and more than 158,000 members.

Challenge:

- Ensure the accuracy of the mailing addresses captured during account opening and updating

Solution:

- Address verification solution was deployed in credit union branches and in support services to validate addresses against official postal records

Results:

- Reduced returned mail saves postage costs—\$2,500 annually on new account mailings alone
- Better compliance with federal regulations requiring the delivery of disclosures or dividend reports
- Enhanced fraud detection efforts

About

Founded in 1934, Educational Employees Credit Union (EECU) is one of the oldest credit unions in California. Today, with more than \$1.5 billion in assets, EECU is the 16th largest credit union in the state and the 68th largest credit union in the nation.

EECU has 13 branches, a call center and provides a full range of financial products and services to more than 158,000 members—including school employees, students, members of school organizations and many of their family members.

Challenge

With an average of 1,600 new accounts being opened each month, EECU mails many essential documents to members in the first weeks after their account is opened. With one to two percent of all addresses being incomplete or inaccurate, EECU sought an address verification solution to ensure that member addresses were entered accurately when new accounts were opened as well as when addresses were updated.

"It was impossible for us to determine if an address was invalid by simply looking at it, particularly if an address was incomplete due to something like a missing apartment number or incorrect directional information," Paula Minugh, manager of support services at EECU said.

"We were troubled by the impact returned mail had on member service, but we also knew we were wasting valuable resources trying to research and correct incorrect addresses manually."

The institution grew concerned about the impact these delayed documents would have on members' trust and satisfaction levels.

Solution

EECU chose Experian's address verification solution, which validates addresses against official postal records and provides options for partial or incorrect addresses automatically and in real-time. Today the solution is deployed in credit union branches for use during account set up as part of the customer identification program (CIP) process and in support services to maintain the accuracy of address information when addresses on existing accounts are updated.

The fact that the solution is a comprehensive, easy-to-use solution has also been especially important to EECU. "The address verification tool is a highly intuitive product and is very easy to learn," said Minugh. "In fact, our users were trained only once when we implemented the solution. New employees are easily trained by managers at each branch or back-office location, streamlining the training process."

Results

With Experian's address verification solution in place, EECU only experiences returned mail when members move and fail to notify the credit union. The reduction in returned mail saves postage costs—\$2,500 annually on new account mailings alone—as well as the time of credit union personnel who can focus their energies on other member services rather than on manual address correction.

"Experian has enabled us to perfect the accuracy of our addresses, and our members are reaping the benefit. With correct address information, we facilitate stronger communication with our members, which promotes good member relationships," noted Minugh. "We know that with this address verification tool, we've been able to improve our service levels. It's a great product."

"Experian's address verification tool prompts for apartment numbers and directional information, and will not allow an address to update unless it is accurate. With this, incorrect addresses are almost impossible."

– Paula Minugh, Manager of Support Services, EECU

In addition, Experian has helped EECU comply with the federal regulations outlined in the Sarbanes-Oxley, Patriot and Banking Secrecy Acts for the delivery of legal documents, such as disclosures or dividend reports. Experian also assisted in fraud detection efforts.

"Experian has helped us enhance our fraud detection efforts," Minugh concluded. "Most fraud begins at the address change, so we've centralized address changes in Support Services to minimize risk. We work diligently to verify a member's signature each time we receive a request to update an address. With this solution, if an address is unmatched, it can be flagged automatically, so that we know to send the member a document requiring a signature before an address change is made. This has reduced the risk of fraud."

Want to try address validation in your organization?

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