



CASE STUDY - DEBIT

Aventa Credit Union Adds Revenue by Using FIS' PaymentsEdge Card Marketing to Drive Debit Card Usage

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Introduction

“What makes our members happy is that we do a really good job at defining what their needs are, as they are not only different demographically but culturally as well,” said Karin Kovalovsky, vice president – corporate communications and marketing at Aventa.

“We are committed to delivering financial solutions in unexpected ways, making a positive impact in the lives of our members and the community.”

Aventa Credit Union is a financial institution that serves City of Colorado Springs employees, Colorado Springs Utilities, City of Pueblo employees, people who live or work in Saguache County, Colorado and various other employees of Select Employer Groups (SEGs). It is Aventa's mission to become its members' lifelong primary financial institution by providing a system of full consumer and entrepreneurial financial services in a convenient, secure and cost-competitive manner.

Situation

Aventa has been partnering with FIS for its member debit card program since 2008. Members were receiving debit cards when they opened a checking account with Aventa, but not always activating and using their cards. This was leaving untapped revenue for Aventa that could be used toward branch and technology improvements. Aventa saw the value in its debit program, but it did not have the resources to market the program to promote card activation.

Solution

“We use FIS' PaymentsEdge Card Marketing a lot for low-usage cardholders,” said Kovalovsky. “With FIS' activation campaigns, we get responses. They keep me on track with a calendar I can follow. It makes my life a lot easier.”

In 2012, Aventa began using FIS Card Marketing to drive more card activation and usage. PaymentsEdge is an end-to-end campaign solution that provides a complete calendar of marketing offerings and customized marketing campaigns designed to drive cardholder activation and usage and extend a financial institution's brand reach. Aventa has run a total of eight campaigns since joining the program.



Results

Aventa's debit program has experienced consistent growth since using PaymentsEdge campaigns. PIN and Signature sales volume at Aventa has consistently grown by 7 percent year over year, compared to 2.5 percent on average for clients that do not use PaymentsEdge. This growth has activated new revenue for Aventa, while freeing up time and resources to focus on other important growth areas of the business. A recent spring marketing campaign to incent low users to use their debit card more frequently added nearly \$12,000 in new annual interchange income. This campaign drove transactions, spend among low-frequency users, and incented new users to active and use their card.

Going forward

"I'm excited to start working with them on the credit card portfolio because of the success that we've had with the debit card portfolio. We're really excited that we can offer convenience checks, and get more card use."

Aventa has been pleased with the success it has experienced with PaymentsEdge. As a result, Aventa is expanding its partnership to include credit card processing. "With all of the changes with EMV, we knew we had to offer this to our members. We looked into the credit card program and liked what we saw," explained Kovalovsky.

Benefits

- Drive card usage
- Generate brand and card program awareness
- Grow card program revenue
- Build member loyalty
- Promote card activation
- Do more with less





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FIS is a global leader in technology, solutions and services for merchants, banks and capital markets that helps businesses and communities thrive by advancing commerce and the financial world. For over 50 years, FIS has continued to drive growth for clients around the world by creating tomorrow's technology, solutions and services to modernize today's businesses and customer experiences. By connecting merchants, banks and capital markets, we use our scale, apply our deep expertise and data-driven insights, innovate with purpose to solve for our clients' future, and deliver experiences that are more simple, seamless and secure to advance the way the world pays, banks and invests. Headquartered in Jacksonville, Florida, FIS employs about 55,000 people worldwide dedicated to helping our clients solve for the future. FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index. For more information about FIS, visit www.fisglobal.com

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