



Case Study

Credit Union reaches its entire membership amidst a looming crisis with VoApps DirectDrop Voicemail.

Challenge

In August of 2020, TDECU was faced with a crisis. A third of TDECU's members live along the gulf coast, directly in the path of the impending Hurricane Laura. TDECU needed a unique way to quickly and unobtrusively contact their entire membership. Their focus is always to run towards helping their members and show how much they care instead of being reactionary.

Solution

TDECU enlisted the help of VoApps DirectDrop Voicemail to launch their largest campaign yet, targeting all of their members at once. With DirectDrop Voicemail, they were able to create a campaign within 5 minutes that would notify their members of essential information ahead of the storm, like how they planned to help waive ATM and overdraft fees and their new hours of operation.

Success

The voicemail notifications quickly reached their members. "The campaign created a heck of a buzz for us," said TDECU's Senior Dialer Manager. As part of TDECU's Hurricane Laura relief, members saved over \$35,000 in ATM fees alone. TDECU received positive feedback across the board in gratitude for the care they demonstrated during a time of crisis. Here are some of the positive reviews:

- "This is why I switched from local banking to TDECU. They see you as a person and go beyond to try and help people."
- "So glad I bank TDECU you're awesome. Kudos for all you do to make life a little easier for your customers!!"
- "Why I absolutely won't bank with any other. Love you guys!!"

Without the assistance of a tool like DirectDrop Voicemail, they would not have been able to communicate their help to their members as quickly or effectively.

To learn how VoApps can help your bank, or to schedule a demo, contact VoApps today at [858-252-3719](tel:858-252-3719) or sales@voapps.com.

Or visit voapps.com/credit-unions.

Industry

Credit Union

Problems

- Needed a unique way to quickly and unobtrusively contact an entire membership base during a time of crisis

Solution

- Created a campaign with DirectDrop Voicemail to communicate essential information to an entire membership base in a timely manner

Results

- Members saved over \$35,000 in ATM fees alone
- Received positive feedback across all social media platforms from members

“The campaign created a heck of a buzz for us!”