

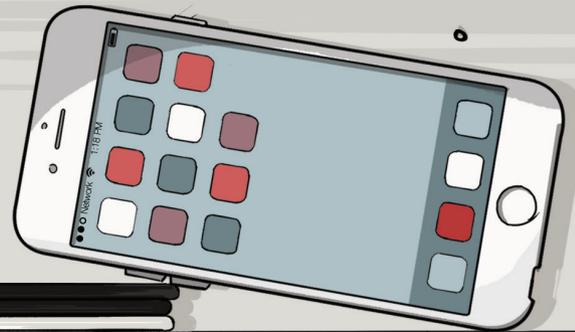
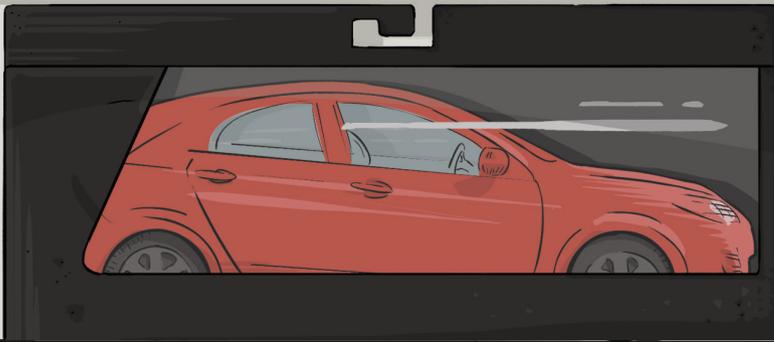
# CREDIT UNION MAGAZINE

THE EXECUTIVE  
COMPENSATION  
MARKETPLACE



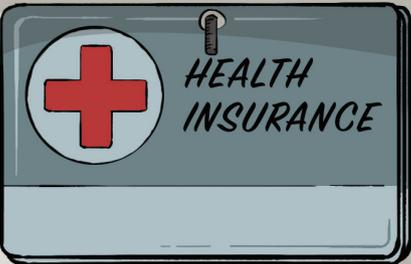
SALARY

VARIABLE  
PAY



COMPANY  
VEHICLE

TECH  
PLAN



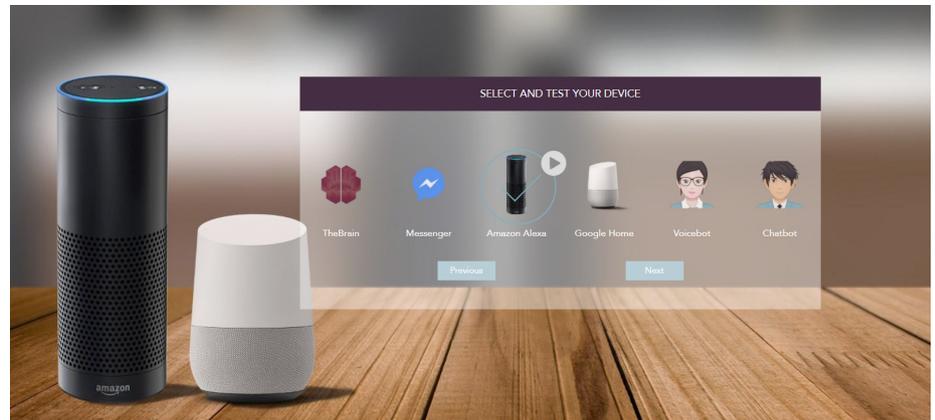
BENEFITS

## AI Solution Is 'The Next Frontier'

With the help of a powerful new development platform, \$2.6 billion asset Nassau Educators Federal Credit Union (NEFCU) in Westbury, N.Y., now offers member services through artificial intelligence (AI) technology.

NEFCU built its application using Conversation.one. This platform uses machine learning algorithms to build constantly improving conversational dictionaries with platforms such as Amazon Alexa, Actions on Google, and Facebook Messenger.

For a simple account balance inquiry, for example, Conversation.one boasts more than 600 con-



NEFCU used Conversation.one technology to develop an artificial intelligence application.

versational query examples in its database.

“Those are different sets of words someone could use to ask for his or her account balance that we have out of the box,” says Rachel Batish, chief research officer for Conversation.one. “But we are always building on that number. We’re listening and learning from interaction with the credit union member.”

The platform offers prebuilt conversational templates, including the 10 most common banking applica-

tion questions, which may be tested on an interactive simulator. Members can check their account balances, recent transactions, the amount they spent at a specific store on a specific date, and transfer funds.

Jojo Seva, NEFCU’s chief information officer, says artificial intelligence is the “next frontier” in financial services technology.

“This is just the beginning for us,” he says. “Our vision is that members will be able to make payments and transfers and even initiate the loan application process.”

## Loan Campaign Wins Members' Love

Using data mining to create targeted loan offers not only improves results, it can make members happy by saving them money.

Merrimack Valley Credit Union’s “Love Your Loan” auto loan campaign used Synergent’s data mining service to create targeted offers that included incentives such as no payments or interest for three months and rates as low as 1.99%.

The four-month campaign cost \$8,364 and brought in 525 new auto loans totaling \$8.3 million, a 44% increase in auto lending over the prior year.

Yean-Ai Long, vice president of marketing at the \$600 million asset credit union in North Andover, Mass., says the ability to send targeted offers rather than generic marketing materials to members

gave the credit union an edge. But members were just as grateful for the opportunity to save money.

“As a credit union we’re always trying help members, so this was really a win-win situation,” Long says.

The “Love Your Loan” campaign earned a 2017 CUNA Diamond Award in the Direct Mail category.

Synergent, a subsidiary of the Maine Credit Union League, has developed a targeted ACH (automated clearinghouse) data mining strategy that enables credit unions to maximize the return on their lending campaigns.

It scours a credit union’s transactional data, culling actionable information such as ACH, checks, bill pay, and cards that credit unions can use to recapture loans that credit union’s members have with



other financial institutions.

“Credit unions do a good job of bringing members in the door, but gaining wallet share is another challenge,” says Todd Mason, president/CEO of Synergent.

“This not only builds on the member relationship,” he adds, “it’s a good service for members because credit unions traditionally offer better loan rates than their for-profit competitors.”