



Calculate your loan payment

Save, share and set up a reminder

GO 

Alliant Credit Union Case Study:

How a National Credit Union used Facebook
and its Website to generate new loans



IN PARTNERSHIP WITH



Financial Institution

In October 26, 1935, a small group of United Airlines employees came together to organize a credit union. Originally founded as United Airlines Employees' Credit Union, this tight-knit group of employees had a vision of providing a safe place to save and get loans at fair rates.

From this modest start, Alliant Credit Union expanded its products and services and continued to grow. Today, Alliant ranks as the **6th largest credit union in the nation** serving more than **270,000 members** worldwide with over **\$8 billion in assets**.

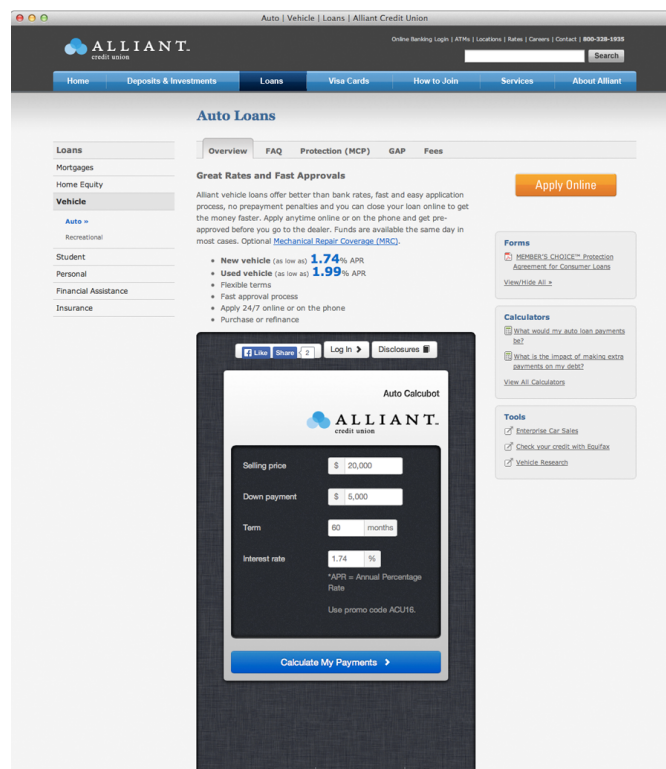
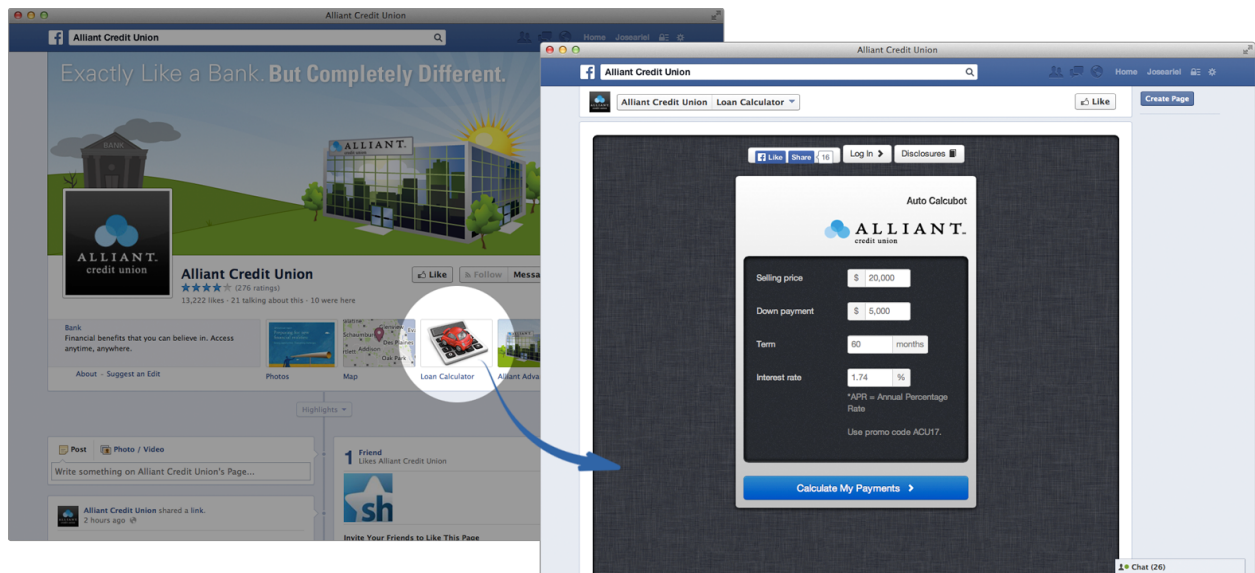
Their Goal

Alliant launched its Facebook page in July 2009 to create a community where it could communicate and stay close to its members. Its presence grew organically over time.

Today, more than 13,000 people follow the credit union on Facebook. As Alliant's social media strategy evolved, Alliant wanted to provide more meaningful ways of engaging with its current members on Facebook as well as attracting new members from the social network's younger demographic. Alliant was also interested in finding ways to clearly measure the return on investment (ROI) from Facebook and the Alliant website.

Their Solution

On November 1st, 2013, Alliant implemented Shastic's Calcubot Cloud platform to help align its social media and digital efforts with its lending products and as a way to better serve its members through Facebook and its website. Shastic's platform also provided better visibility into the credit union's ROI from its Facebook page and digital channel.



Both the website and Facebook Calcubots provided a user-friendly and quick way to calculate a loan payment. The tools allowed a user to save her/his calculations and access them again on a consecutive visit, regardless if the calculator was used on Facebook or on the website. Plus, the user could share the estimated payments with friends and relatives through Facebook.

Members were able to apply for a loan directly from Calcubot and conversions were tracked through a promo code.

Alliant promoted Calcubot on its homepage and through a number of posts on Facebook and other social media channels. The cost of the promotion consisted of the license fees to use Calcubot. Only Alliant-owned properties were used for the communications.

Results

The campaign proved successful. Between November 2013 and February 2014 Alliant's **Calcubots received a total of 6,398 visitors**, where 5,234 of those visitors used the tool to obtain an auto loan estimate, resulting in an **86% engagement rate**. More importantly, Calcubot drove **478 qualified prospects** to Alliant's online auto loan application, resulting in a **9.1% conversion rate** from landing page to the apply now page. Of those qualified prospects **39% submitted** an auto loan application and **7% resulted in funded loans** totaling **\$887,043 in balances**.

"We have identified new and used vehicle loans with balances totaling \$887,043 as a result of members applying through Calcubot."

- George Balchev, Manager Digital Channels, Alliant Credit Union

Alliant used the Calcubot Cloud product to provide a better user experience during the vehicle loan shopping experience. The campaign proved successful in driving new loan applications and increasing the engagement with current and prospective members. Alliant continues to use the Calcubot Cloud and is planning to include the tools in upcoming campaigns.

"Calcubot is a valuable addition to our lending strategy on Facebook and our website. It has improved the customer experience and proved to be a successful loan-generation tool."

- George Balchev, Manager Digital Channels, Alliant Credit Union

For more information on Calcubot or Shastic's products visit <http://calcubot.com>