

2023

New Member Onboarding

Success Credit Union

New Members Opened in July 2023
Prepared on 11/09/2023

NMO Activity Period

07/01/2023 - 10/31/2023

Targeted Members

64 New Memberships

Engaged Members

11 New Memberships

35

Average
Age

427

Average
Credit
Score

91%

Mbrs with
Email
Address

\$426.56

Avg Monthly Debit Tran

\$196.79

Avg Monthly Deposit

\$1,166.47

Avg Savings EOM Bal

48

Mbrs with
Checking
Accounts

\$737.04

Avg Checking EOM Bal

01

Members with
CD Accounts

01

Total New
CD Accounts

\$6,000.00

Total CD Balances

09

Members using
A2A

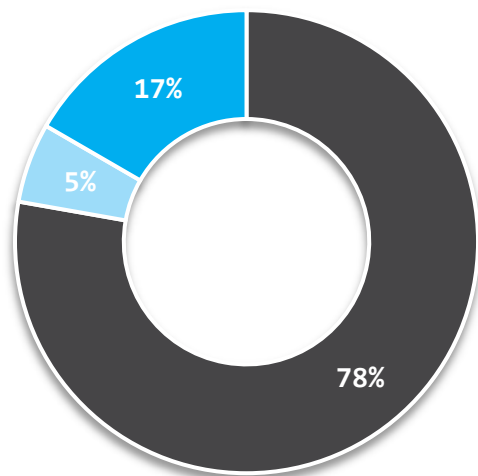
182

Total A2A
Transactions

\$1,458.25

Average A2A Transaction

New Member Debit Card Usage



- <20 Avg. Trx/Month
- 21-49 Avg. Trx/Month
- 50+ Avg. Trx/Month

28%

New Member
with Debit Card

38%

Checking Account
with Debit Card

13%

New Member with
inactive Debit Card

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05

Members Who Joined via
Online Banking

59

Members Who Joined via
Other Methods

01

New
Loans

11.1

Average Interest Rate

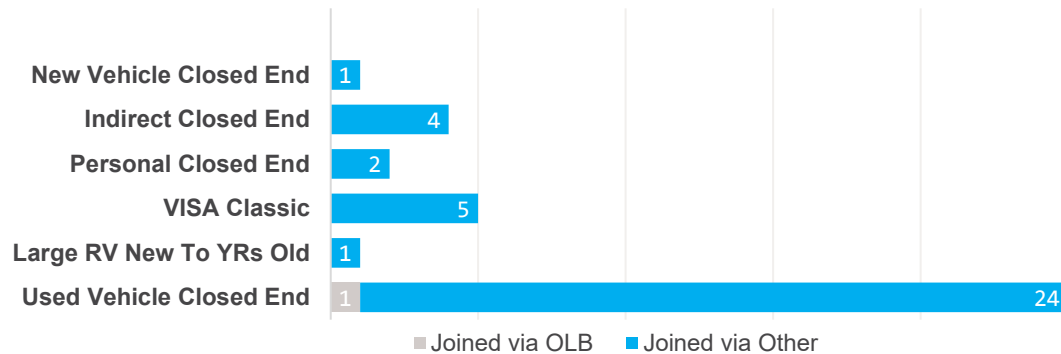
37

New
Loans

9.5

Average Interest Rate

New Member Lending Products



New Member Self Services

