



# LOAN GROWTH

## MARQUIS CASE STUDY

### Objective:

Increase loan balances.

### Analysis:

The \$660 million financial institution had average household loan balances of \$4,800. The goal was to increase this average, as well as increasing penetration levels with regard to the following loan types:

- Auto
- Home Equity
- Personal
- Credit Card

### Action:

A multi-channel quarterly loan recapture program was launched, targeting current, credit-worthy customers that had a loan elsewhere. Initial recapture offers were made by mail, and some letters were followed up by email.

### Results:

Over a 12-month period, the financial institution saw an overall response rate of 1.30%. There were a total of 606 new loans opened with **new balances of \$8.4 million** and a **251% ROI**. For auto loans, the response rate was nearly **4%** and the ROI was well over **350%**. Additionally, the average household loan balances for respondents increased by over \$14,000.

## SOLUTIONS USED

| MARQUIS MCIF Services | MARQUIS Creative |

| XtraCredit |

**MARQUIS**