



Case Study:

Texans Credit Union

Texans Credit Union was originally chartered in 1953 as Texins Credit Union and was created to serve Texas Instruments (TI) employees. Starting with just 11 TI employees, within three months Texins CU's membership grew to 267 members with assets totaling \$6,855.73. In 1991, Texins decided that it was time to expand their membership to include employees of several businesses outside of the TI organization. This led to the adoption of a community charter just seven years later in 1998. That same year, members voted to change the name of their credit union from Texins to Texans. They believed that this would better reflect their membership base. Their mission remains to strive to connect with people and improve lives through financial services which are personable, innovative, accessible, and responsible. Today, the credit union operates 13 branches throughout North Texas with assets exceeding \$1.5 billion.

PARTNER PROFILE:



Assets exceeding
\$1.5 billion



More than
110,000 members



13 branches
across North Texas

OBJECTIVES:

- ❗ Refocus on products that support members
- ❗ Provide superior member services
- ❗ Improve the borrower experience
- ❗ Generate non-interest income
- ❗ Continue to increase product penetration

SUCCESS:

- ✅ Increased sales through service, allowing Texans CU to provide products that are important and beneficial to their members
- ✅ Increased product penetration year after year, projected to continue to grow
- ✅ Delivered an enhanced member experience due to an easy and simple claims process
- ✅ Achieved compounded annual non-interest income growth of 17.89% over last five years

THE CHALLENGE

Texans CU partnered with SWBC on June 1, 2012 to offer their members credit life and disability insurance. Prior to their implementation with SWBC, Texans CU had focused primarily on business and commercial banking. In the past, their consumer products in general were not a main focus. The path that they were going down was straying from their core values related to how they want to treat and serve their members through respect, integrity, trust, and empathy. Texans CU quickly realized that they had lost their focus on the true credit union philosophy of focusing on their consumer accounts and ultimately, the member experience.

The Texans CU executive team knew that they had been stretched in the wrong direction for too long. That's when they decided to make a strategic decision to refocus and get back to what a credit union should focus on—**their members**.



THE SWBC SOLUTION

A senior member of Texans CU introduced SWBC to the credit union and brought them in to help amplify the services offered to their members. As part of the implementation of the credit insurance program and ongoing support from SWBC, Texans CU employees go through an onsite, quarterly training class. Heather Conley, Training and Performance Consultant with SWBC, works with the Texans CU team to tailor courses based off of their needs. Heather focuses on what the credit union wants to get out of the course and what they want their employees out in the field to gain from the trainings. There are beginner, intermediate, and advanced classes for employees to learn the product and understand how to discuss members' needs when working with borrowers. Each employee is provided with worksheets that they can keep on hand in order to help effectively assist members with confidence.

The program overall has helped reach Texans CU's goals of focusing on products that are aligned with their core values, improve the borrower experience, and generate non-interest income. Credit insurance in general has tremendous benefits to families when it comes to claims. Claims are also beneficial to the credit union since they generate non-interest income. Overall, these products provide a win-win solution for the financial institution and the borrower.

“

We had a change in philosophy all the way around. These products became important again to us for multiple reasons. ”



Matt Moore

Director of Lending
for Texans CU

THE RESULTS

Regaining focus on their members was eye opening to executives who realized how much income and service opportunity they were sacrificing. While Texans CU did provide credit life and disability products prior to SWBC, it wasn't top of mind for their staff nor their members. By partnering with SWBC Life Insurance Company, Texans CU realized that by not offering these products every time the opportunity presented itself, they were not properly serving their members.

Since implementing SWBC Life's program, Texans CU has realized what this type of program can do for their membership. They know that this is a strategic way to support their membership and bring in fee income without drifting from their overall retail philosophy, "sales through service." To Texans CU, it is important for them to offer products that service members, rather than just focusing on hitting their sales numbers. As Steven Erp, Chief Lending Officer at Texans CU, states, "The mindset of our credit union is not just sales, sales, sales. While sales are important, it's our philosophy to generate sales through service and these products achieve that goal."

When asked about their partnership with SWBC, they will tell you that their experience has been excellent and they are satisfied. As Steven puts it, "**We have many vendor relationships for all kinds of products and services. When we think about SWBC, we never have headaches or issues. The SWBC team is responsive. It is a partnership. This is one relationship where there are no concerns or doubts.**"

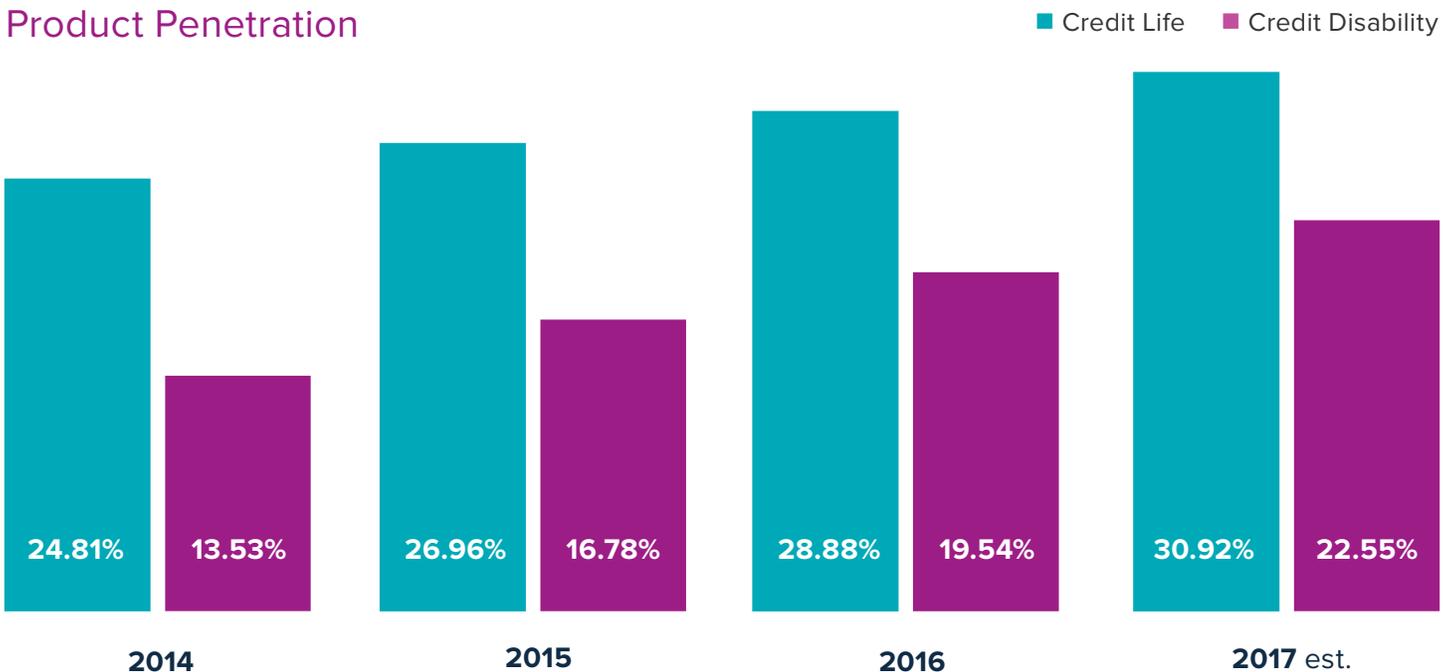
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Steven Erp
Chief Lending Officer
for Texans CU

PROGRAM ANALYSIS

Product Penetration





TAILORED TRAINING

There are many factors that attribute to Texans CU's credit insurance penetration growth year after year. One item that they feel is critical is quarterly training for their employees. Each session is tailored to the needs of the client and their sales staff. There is never a "one size fits all" mentality when it comes to this critical component of the program.

SWBC has also sponsored a number of sales contests for the employees of Texans CU. The monetary contest has helped keep their sales staff motivated and focused on the credit life product and shows SWBC's commitment to helping partners succeed with their credit insurance program.

Texans CU has recently enhanced their current program by adding the Funeral Concierge Service, an exclusive benefit from SWBC Life Insurance Company, and they now have the ability to sell Credit Disability only, without it being attached to credit life. Additionally, they have recently added Credit Involuntary Unemployment Insurance, providing protection for their members who become unemployed by ensuring their loan payments are made for a set period of time or until they are working again.

To learn more about this solution, contact your SWBC representative or call **800.527.0066** today!

