

CASE STUDY

YOU'RE GOING TO NEED A BIGGER VAULT



Educators Credit Union

Kurt Johnson, CFO of Educators Credit Union – A Member of Corporate Central CU

Educators CU met Strategic Resource Management (SRM) at a regional credit union conference. They next connected at the CCCU Members Advisory Council meeting in Milwaukee, WI where SRM's President, Patrick Goodwin, was giving a presentation on card portfolio management.

The timing was perfect—the credit union was about to renew their agreements for transaction processing and PIN/POS networks.

Before long, Educators CU engaged SRM to review the structure of their debit and credit card portfolios. As a result, SRM negotiated a contract with the incumbent debit and credit card processor to generate six-figure annual savings. Then, SRM substantially increased the benefits proposed to the credit union through negotiating with the PIN/POS network provider.

Educators CU considers both implemented projects a tremendous success and plan to use SRM for future projects as well.

“The SRM Project team’s high level of professionalism and on-point responsiveness made the projects flow more smoothly than ever before. It was refreshing having someone on our side who knew where the pitfalls and values were hidden. Educators fully intends to use SRM as a resource going forward to review other areas.”

The SRM and Educators CU relationship has expanded to include an analysis of their telecommunications spend, with additional areas up for review.

Educators Credit Union intends to utilize SRM as an on-going resource to ensure fair market pricing and satisfactory service when dealing with vendor contracts and proposals.



Educators
CREDIT UNION™

Johnson observed great attention to detail, advisory approach, and significant bottom line impact when working with SRM. The strategic, anticipatory nature of SRM is steady and sure.

“I can trust that nothing will fall through the cracks — SRM’s track record for following through with the plan, both on time and on the money is unquestionable.”

Founded in 1937 by a group of teachers, today Educators CU members are students, government workers, healthcare employees, small business owners, and other community members. Since its inception, Educators CU operates under the guiding principal “Not for Profit, not for Charity, but for Service.” Their mission is to help every member achieve his or her financial goals.