Security Service Federal Credit Union

Desktop Mapping Helps Site New and Potential Service Centers

CHALLENGE

The 11th-largest credit union needed to site new service centers in optimal locations that would allow them to grow and provide excellent customer service.

RESULTS

- **Exponential return on original software investment through more accurate data analysis and new marketing campaigns**
- **Time saved doing research**

"This solution is all in one when it comes to demographic data and mapping. BusinessMAP Financial allows me to query demographics, customize maps, and generate reports with the report templates in minutes."

Javier Cano
Marketing Product Research Analyst
Security Service Federal Credit Union

Security Service Federal Credit Union is the largest credit union in San Antonio, Texas, and the 11th largest in the nation. It has more than $4.3 billion in assets and more than 630,000 members in its 29 Texas locations, 13 Colorado service centers, and offices around the world.

The Challenge

Recognized as a leader in the credit union industry, Security Service takes pride in its excellent customer service, accessibility to customers, and business efficiency. Being good at meeting customers' needs means really understanding those customers. To do this, Security Service knew it needed to find useful information about the demographics surrounding existing service centers and the areas being considered for new sites. First, it tried a Web-based geodemographic solution but found limitations in what could be accomplished. "We couldn't import or export data easily, and that turned us off the solution," says Javier Cano, marketing product research analyst, Security Service. Cano also found that running complex queries over the Internet meant a long wait time or, worse, the application timing out.

Conducting a ring study with reports for a specific point of interest is as easy as a few clicks of the mouse. The ability to customize symbols, text, and coloring helps this map speak specifically about business goals.

The Solution

After this experience, Cano had a better idea of what to look for in a solution and turned to BusinessMAP® Financial. BusinessMAP Financial is an easy-to-use database mapping product that gives access to a number of datasets for financial analysis and planning activities. The software comes with more than 25 report templates including Demographic Summary, Net Worth Profile, Deposit Potential, Loan Potential, and Competition. "BusinessMAP Financial was able to easily resolve the issues we had," says Cano.

He first licensed the software for business development. The ability to look at current demographic data and import its own database of customer information by either street address or ZIP Code™ allows the credit union to see where members are located and whether it is providing services as well as it possibly can.

Security Service accomplishes this by viewing its current and potential sites on a map and using the BusinessMAP software to conduct ring studies that generate drive-time analyses to see how much time it will take customers and potential customers to visit a site. Cano also uses the retail and deposit potential data to see if each market area has room to grow. Finally, a competitor analysis is run to find out which competitors are in the area and how many locations they have. "The large demographic database included with BusinessMAP is

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easy to query," states Cano. "Having the database window open while working on creating a map is great because it shows demographics as you go."

These studies are used to support the business decisions the credit union makes. The maps included in the reports are also easy to create, allowing Cano to add or remove data layers and customize symbols and text within the map. This gives him great flexibility with what he wants to show on the map. Says Cano, "Customizing maps in BusinessMAP blew us away."

The Results

Using BusinessMAP Financial, Security Service is able to create specific maps for each report it generates for business development, something it couldn't do before. This has significantly improved its data presentation.

Cano was so impressed with the solution that he introduced it to the marketing department, and now it is used to analyze various marketing campaigns.
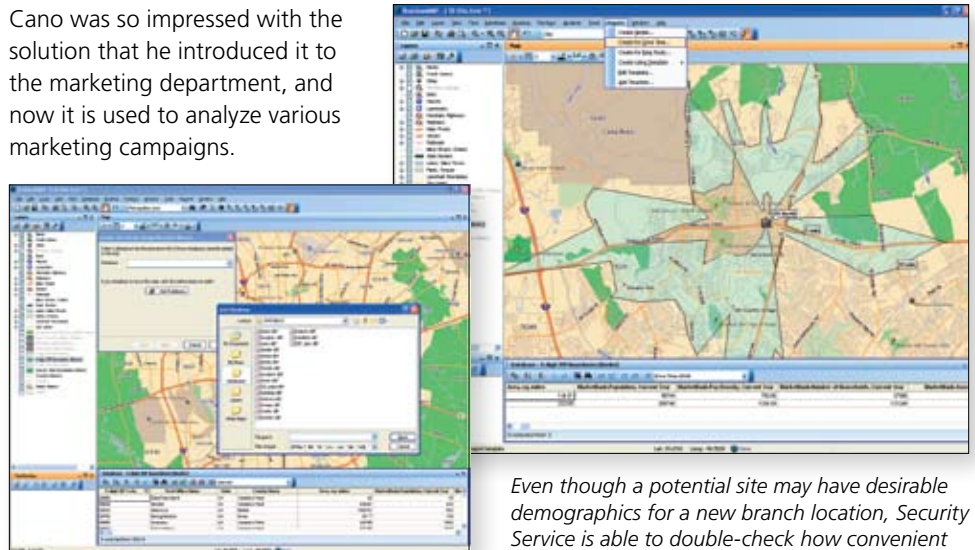
Security Service is able to export information quickly and easily from its marketing database and import it into BusinessMAP Financial.

Even though a potential site may have desirable demographics for a new branch location, Security Service is able to double-check how convenient it is for customers by using the BusinessMAP Financial drive-time analysis. Security Service can set parameters to get a realistic reach of each site and easily create reports based on the analysis.

"This solution is all in one when it comes to demographic data and mapping," says Cano. "Before, I would have to pull demographics from our previous online solution and export that data to import it into a generic mapping software solution that was not customizable or user-friendly. BusinessMAP Financial allows me to query demographics, customize maps, and generate reports with the report templates in minutes."

Security Service has been able to save a lot of time used in researching because all the market demographics are included with the product. Cano has already received more than a return on his initial capital investment in the software. "Costwise, BusinessMAP Financial has the data and functionality that other, much more expensive mapping solutions have, at a fraction of the cost."

Learn more at **www.esri.com/bmapfinancial.**