

Together Credit Union

Introduction

This case study of Together Credit Union is based on a March 2021 survey of GreenPath Financial Wellness customers by TechValidate, a 3rd-party research service.



“The support offered by GreenPath has been tremendous!”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select GreenPath Financial Wellness:

- Why they partnered with GreenPath:
 - Because members or customers were struggling with their finances
 - Because their staff was need of financial wellness resources
 - Out of a desire to support/provide financial literacy resources to the community

Company Profile

Company:
Together Credit Union

Company Size:
Medium Enterprise

Industry:
Financial Services

Use Case

The key features and functionalities of GreenPath Financial Wellness that the surveyed company uses:

- Using the GreenPath Financial Wellness Program in the following areas:
 - Collections
 - Education
 - Marketing
 - Call Center
- GreenPath offerings/capabilities:
 - Financial Counseling: Very Important
 - Debt Management Plan (DMP): Very Important
 - Partner Center Access (Marketing Materials): Very Important
 - Educational Resources such as CheckRight, Worksheets, on-line courses, PowerPoint Presentations, Workshops, etc.: Very Important
 - Staff Resources – Staff Training, Toolkits, Job-Aids: Very Important

About GreenPath Financial Wellness

GreenPath Financial Wellness is a national nonprofit that believes that financial health is a path to achieving dreams. It means having stability and freedom. Having options and being able to work toward your goals. Maybe that's a bigger home. Or a different job. Or a better school for your kids. It's different for each of us, but taking control of day-to-day financial choices is the foundation for creating more opportunities. Because our dreams are that much closer when we're financially healthy.

Learn More:

[GreenPath Financial Wellness](#)

Results

The surveyed company achieved the following results with GreenPath Financial Wellness:

- After partnering with GreenPath, they saw a positive impact longstanding partner – not sure of the answer to this on members/customers and their financial institution.
- Partnering with GreenPath Financial Wellness, they have enhanced their ability to:
 - Support members/customers in reaching financial goals
 - Develop stronger relationships with members/customers and improve member/customer satisfaction
 - Increase payback of member/customer debt through debt management plans
 - Improve collection results
 - Mitigate risk of charge-offs and bankruptcies
 - Reduce strain on staff resources
 - Provide impactful financial literacy resources to staff and members/customers
- Level of agreement with the following:
 - GreenPath offers exceptional partner support: strongly agree
 - GreenPath offers an outstanding member/customer experience: agree
 - partnering with GreenPath has improved their financial institution's performance: strongly agree
 - partnering with GreenPath has improved staff engagement: agree
 - GreenPath is genuinely concerned about the well-being of their members/customers: strongly agree
- Benefits their members/customers have experienced since partnering with GreenPath:
 - Reduced financial stress
 - Greater reduced debt
 - Increased financial health and confidence
- How they would describe their GreenPath partnership?
 - Good value for the investment
 - Empathetic
 - Responsive