

# Case Study: Palmetto Citizens Federal Credit Union

## Introduction

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



“We have enjoyed offering the GreenPath service to our members, and have always received excellent comments from our members using the service.”

“GreenPath has been very accommodating in assisting our credit union with staff training/retraining and provides valuable reporting assistance to help us gauge our member’s usage of the service.”

“We also appreciate the opportunity to provide a valuable service used by so many members.”

## 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

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

## Results

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

- After partnering with GreenPath, they saw a positive impact within the first 3 months 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
  - Provide impactful financial literacy resources to staff and members/customers

\*The credit union has learned the following through their partnership with GreenPath:

  - GreenPath offers exceptional partner support
  - GreenPath offers an outstanding member/customer experience
  - partnering with GreenPath has improved their financial institution’s performance
  - partnering with GreenPath has improved staff engagement
  - GreenPath is genuinely concerned about the well-being of their members/customers
- Benefits their members/customers have experienced since partnering with GreenPath:
  - Reduced financial stress
  - Improved credit scores
  - Greater reduced debt
- How they would describe their GreenPath partnership?
  - Reliable
  - Good value for the investment
  - Empathetic

### Company Profile

Company:  
**Palmetto Citizens Federal Credit Union**

Company Size:  
**Medium Enterprise**

Industry:  
**Banking**

### 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](#)