

# Northland Federal Area Credit Union

## Introduction

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



“Providing respectful options for members enduring financial challenges. Providing educational content for Marketing communications. ”

## Challenges

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

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

## 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
  - Marketing
  - Call Center
- GreenPath offerings/capabilities:
  - Financial Counseling: Very Important
  - Debt Management Plan (DMP): Very Important
  - Partner Center Access (Marketing Materials): Very Important

## 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
  - Provide impactful financial literacy resources to staff and members/customers
  - Gain a competitive advantage
- Level of agreement with the following:
  - GreenPath offers exceptional partner support: strongly agree
  - GreenPath offers an outstanding member/customer experience: strongly agree
  - partnering with GreenPath has improved their financial institution’s performance: strongly 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
  - Improved credit scores
  - Greater reduced debt
  - Increased loyalty to the financial institution
  - Increased financial health and confidence
- How they would describe their GreenPath partnership?
  - Reliable
  - Unique
  - Good value for the investment
  - Innovative
  - Empathetic
  - Responsive

### Company Profile

Company:  
**Northland Federal Area Credit Union**

Company Size:  
**Small Business**

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](#)