

Case Study:

Sabine Federal Credit Union

Orange, TX



Sabine Federal Credit Union was originally chartered in 1948 to serve the employees of the DuPont SRW plant in Orange, TX. At Sabine FCU, two-way text messaging is being applied in Consumer Lending, Collections, Indirect Lending, Accounting, and Real Estate Loans.

Challenges

In the past, managing communications with Sabine FCU Board members was done over email or phone. Because of busy schedules and travel, Zipwhip Group Texting has proven to be effective for issuing board meeting alerts, conference information, and updates.

Collection departments are challenged with reducing delinquencies while maintaining timely and friendly engagement. Using channels such as email and phone has typically taken up to an hour before a response is received. Texting, however, returns a response in minutes.

“

With Zipwhip, the longest it takes to get a response is usually no more than 20 minutes”

– Maureen McCallister, COO

Results

Improving customer engagement across the credit union is a top-down initiative requiring omni-channel strategies, including Zipwhip two-way conversational text messaging.

In the past, managing communications with Sabine FCU Board members was done over email or phone. Because of busy schedules and travel, Zipwhip Group Texting has proven to be effective for issuing board meeting alerts, conference information, and updates.

“Today, voicemail is rarely checked and taking a call during business hours can be inconvenient,” says a Sabine FCU Collections clerk. “However, we have discovered that when members can’t talk they can still text.”



Zipwhip lets businesses add texting to their existing landline, VoIP, and toll free numbers so customers can choose to text or call. Our software makes it easy to handle text message conversations at scale.

Zipwhip for Financial Services
Text or Call
(855) 947-9447
www.zipwhip.com