

Program Spotlight

Entertainment® Partnership Contributes to Arizona Federal’s Growth and Digital Delivery Promise

Company Overview

Arizona Federal Credit Union (AZFCU), located in Phoenix, is the 4th largest credit union in Arizona with a membership base of roughly 121,000 account holders. As a not-for-profit financial institution, AZFCU’s mission is to empower members to take hold of their financial future.

AZFCU continues to seek out digital opportunities for their members as more and more members move away from branch office transactions.

Marketing Objectives

AZFCU updated its business model to place a greater emphasis on the value-added benefits the credit union was offering, including:

- no-cost identity protection services
- credit score and credit monitoring
- cutting-edge mobile technology
- debit card purchase rewards
- year-end member payouts

With this change came monthly membership dues of \$3. The credit union wanted consumers to know that membership at AZFCU was more than just a savings or checking account, and it was worth the fee. To continue to emphasize this message of the value of membership, AZFCU implemented a discount program with additional member benefits that went far beyond the cost of monthly dues. Additionally, AZFCU needed a digital solution consistent with their membership moving away from brick and mortar transactions.

Our Solution

AZFCU partnered with Entertainment® to create a key piece to meeting their marketing objective. A digital savings program was established offering significant discounts at thousands of businesses, both local and national. Using just one of these discounts each month more than covers the cost of the monthly dues. These coupons are accessible online or through a convenient mobile app.

Additionally, Entertainment® licenses offers to be included in the AZFCU quarterly magazine to help remind members of the program’s value and ease of use.

The Entertainment® program, as well as other initiatives instituted by AZFCU, have increased active participation in the credit union by its members.

