



Branch Activity Analysis - Saturdays

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INTRODUCTION

The goal of this analysis is to evaluate data for facts that inform and guide decisions related to the weekend operations of Success CU's branches. In the following pages, two primary questions are explored in detail:

Who is the weekend member?

What is the weekend transaction?

The current global pandemic has prompted some shift in general activity at credit union branches. The transition to digital services has been a significant storyline in 2020. Some members are choosing to do fewer public activities, reducing their branch visits and instead leaning further into digital and remote services. Others continue to utilize branch services, but this group is smaller and potentially less frequent now.

For the reasons noted above the data shown in this analysis is representative of *current and recent day* with all COVID-19 factors involved. A bit like a refinement by fire, COVID-19 can be thought of the fire forcing the branch experience into its most refined state to-date. Will branch visitors who went fully digital ever find a need to return to branches again? Time will tell, but the remaining group who does still utilize branch services is our topic of study today – And the spotlight is focused specifically on *weekend activity* in an effort to assess engagement levels during those abbreviated hours.

The findings of this analysis start with some assessments and recommendations from the analyst. Then an "Overview" section includes quick statistics and establishes the basic facts of branch traffic. Section 1 follows to paint a picture of the member base who engages with the branches on weekends, and Section 2 finishes the analysis with findings from a study of the transactions being performed via the teller line.

Data sources are noted in Appendix A. Member lists are available upon request for any of the groups listed in this analysis.

ASSESSMENTS

Who is the weekend member?

It is a story of two people. One is a late middle-aged individual who does use branch services on a consistent basis and likely hold a strong reliance on, or at least an expectation of, weekend teller availability for a variety of financial transactions. The other is a slightly younger individual who rarely uses branch services, at most twice a year, and when they do it's usually because they need cash.

The rare weekend visitor is by far the largest group. 63% of all weekend branch users only came in once over a full 6-month period. The consistent or "regular" weekend visitor is a very small group. Just 6.3% (235 members) use the branch on weekends 4 or more months out of the 6 months studied.

Both types of weekend members are highly engaged members in general and are equipped with many services and products. The weekend member averages 0.5 more services and 1.0 more products than the overall membership average. They also are usually 2%-5% higher participation in most digital self-services (online banking, eStatements, etc).

What is the weekend transaction?

Obtaining cash and processing personal checks (to cash or to deposit) are the most common branch transactions processed over the weekend.

A small number of member support services are also processed during Saturday hours – Opening memberships and opening accounts. These efforts are minimal with less than 1 membership opening or closure per branch, and roughly 2 account openings or closures per branch.

QUICK STATS – EXECUTIVE SUMMARY

Member Traffic

In the past 6 months:
3,656 members visited a branch at least once on a weekend

Each month:
~1,100 members visit a branch on the weekend. This is 5.2% of the membership

Teller Line

"Checks" are most common transaction (cashing and depositing)

Obtaining cash is a top reason members come to the teller line

Member Habits

In the past 6 months:

43 members visited a branch 10+ times

2,300 members visited just once in this entire period

TRANSACTION SUMMARY – All Days

December 2020

Teller line transactions as a whole are low volume but still common. The transactions processed account for just 2% of all activity members perform with plastics and electronic deposits or payments clearly most frequent. But approximately 7,700 members, or 36% of the membership, visited the teller line in December 2020. This data includes *all hours of business – weekdays and weekends* and shows that **just over 1 in 3 members may be visiting a branch in each month.**

Origin	Delivery Channel	# Transactions	% of all Trx	Member Count	Trx/Member
16	DEBIT CARD PROCESSING	226,309	33	8,584	26.4
13	ATM NETWORK PROCESSING	160,653	24	8,595	18.7
11	ACH NETWORK PROCESSING	120,567	18	12,077	10.0
96	AUDIO RESPONSE PROCESSING	58,291	9	6,438	9.1
99	AUTOMATIC SYSTEM PROCESSING	27,584	4	15,499	1.8
2	SHARE DRAFT FROM BANK PROCESS	20,369	3	5,195	3.9
7	JOURNAL ACCT TRANSFER PROCESS	18,916	3	3,535	5.4
1	TELLER PROCESSING	16,631	2	7,709	2.2
22	CREDIT CARD PROCESSING	8,188	1	836	9.8
20	CU*EASYPAY! PROCESSING	4,860	1	1,109	4.4
15	PHONE OPERATOR TRANS	4,470	1	1,876	2.4
4	DIRECT POSTING PROCESSING	3,560	1	1,329	2.7
	OTHER	5,705	1	2,409	2.4
	Totals	676,103		75,191	

Teller Processing
(all days of the week)

2% of all Transactions

BUT

36% of Membership*

*Based on a 21,250 membership count at end of December

TRANSACTION SUMMARY – Weekend

December 2020

Teller line transactions from weekend hours are prompted by a significantly smaller portion of the overall membership. Transaction volumes hold to the pattern of 2% of all Saturday transaction activity. But 844 members, or only 4% of total membership visited the teller line on a Saturday in December. These weekend members are 11% of the total “active” teller users in December (7,709 members).

*These statistics raise awareness of the most recent traffic levels at branches, but they understate the true picture since December saw the Christmas holiday occur on a weekend. Since branches were closed on Saturday December 26th, total visitors and total activity is lower than a typical month. **See page 9 for further analysis on this point.***

Origin	Delivery Channel	# Transactions	% of all Trx	Member Count	Trx/Member
16	Debit Card Processing	29,235	47%	6,505	4.5
13	ATM Network Processing	22,854	37%	5,864	3.9
96	Audio Response Processing	6,095	10%	1,918	3.2
7	Journal Acct Transfer	1,575	3%	452	3.5
1	Teller Processing	1,189	2%	844	1.4
22	Credit Card Processing	885	1%	335	2.6
4	Direct Posting Processing	337	1%	247	1.4
15	Phone Operator Trans	245	0%	163	1.5
8	Other	153	0%	80	1.9
<i>Totals</i>		62,568			

Teller Processing
(weekends only)

2% of all Transactions

BUT

4% of Membership*

*Based on a 21,250 membership count at end of December.

VISITORS BY BRANCH – All Days

December 2020

Summary of member transaction activity at the teller line, on *all open-for-business days* of December 2020. The total member count from this source is slightly inflated since it will double-count the same member if they have visited more than one branch in this time period. The number is still statistically useful for comparisons and calculations. We can see here that **a full half of all branch visitors will go to Water or Gold branches** (a combined 52% of the total members using the teller line).

Branch Name	Members	Transactions
W	2,040	4,828
G	1,983	4,454
P	1,578	3,427
W	934	1,852
F	632	984
Y	529	1,065
L	13	20
L	1	2

TOP BRANCHES UTILIZED
(all teller members)

Water = 26.5%
Gold = 25.7%

■ Select ■ Totals

Totals	7,710	16,632
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TELLER LINE ON THE WEEKEND – Monthly Totals

In the final quarter of 2020, what does aggregate weekend engagement look like? Data is cumulative for all branches and is the truest count of monthly member traffic as it *only counts a member one time* even if they have visited multiple branches or multiple times in the month.

In December 2020, no branches offered weekend hours the week of Christmas, the likely reason the count of members using the teller line in December is so much lower than other months in the same quarter.

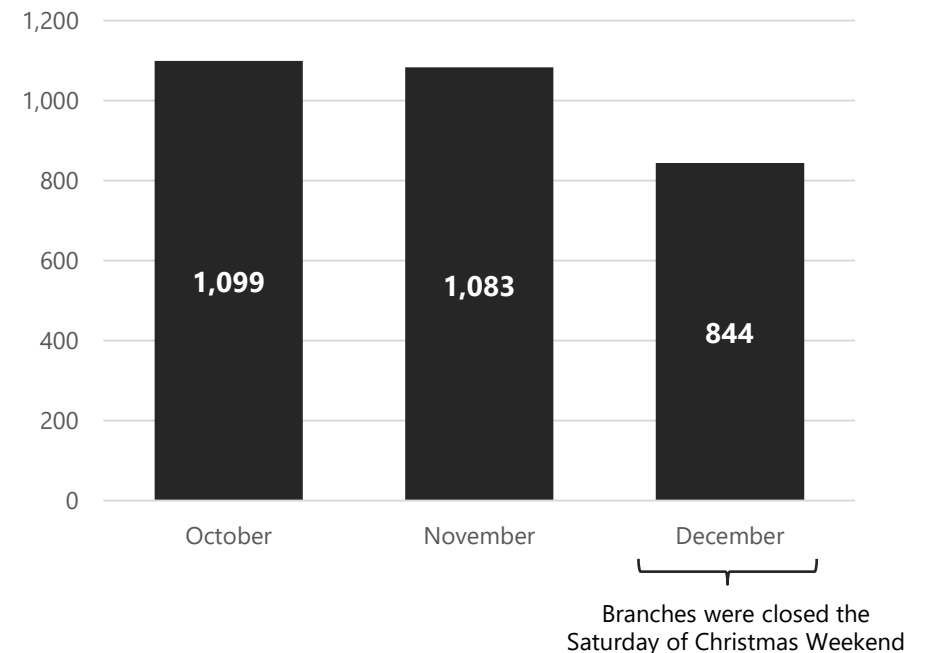
Teller Members

~1,100 members per month

or

5.2% of the membership

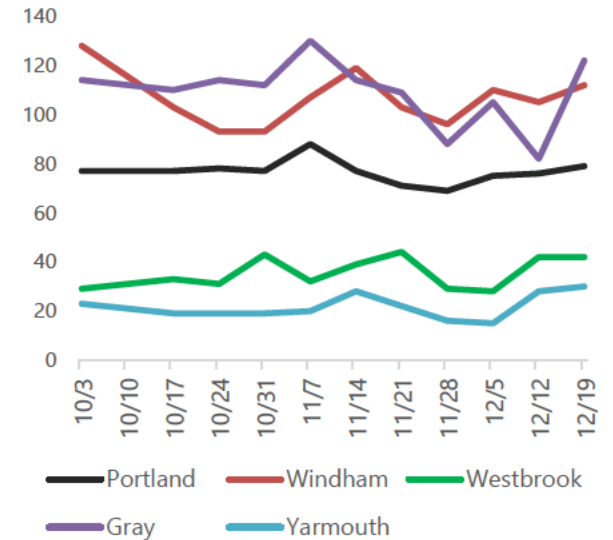
# Saturdays	Month	Teller Members	Total Members	% of Mbrship
4	October	1,099	21,128	5.2%
4	November	1,083	21,189	5.1%
3	December	844	21,251	4.0%



TELLER LINE ON THE WEEKEND – Daily per Branch

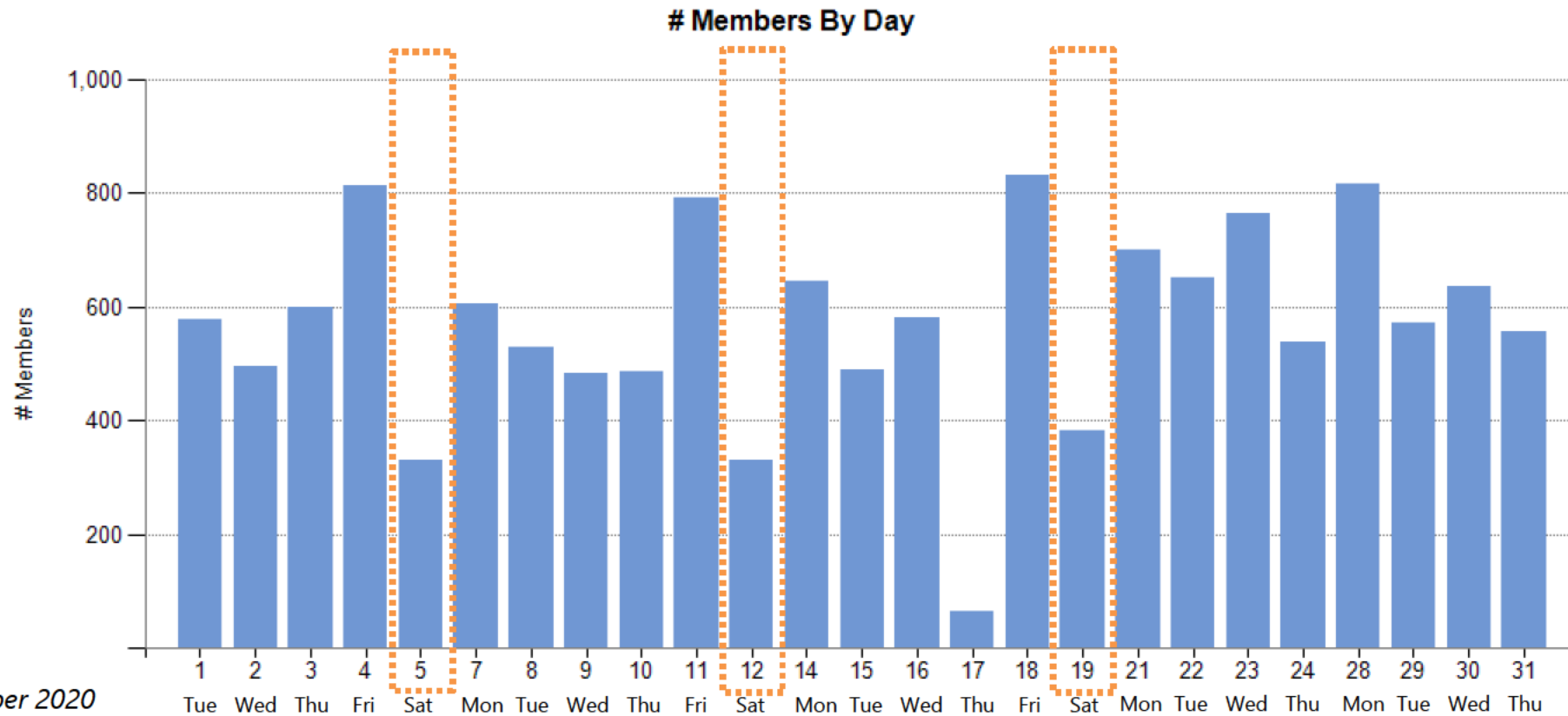
In the final quarter of 2020, what is specific daily traffic? Data is cumulative for all branches and counts the number of members who visited any branch at least once on that date.

Month	Day	Ploy	Water	Wilton	Gold	Youngs	Total Members	% of Membership
Oct	10/3/20	77	128	29	114	23	370	1.8%
	10/17/20	77	103	33	110	19	341	1.6%
	10/24/20	78	93	31	114	19	335	1.6%
	10/31/20	77	93	43	112	19	349	1.7%
Nov	11/7/20	88	107	32	130	20	377	1.8%
	11/14/20	77	119	39	114	28	376	1.8%
	11/21/20	71	103	44	109	22	349	1.6%
	11/28/20	69	96	29	88	16	298	1.4%
Dec	12/5/20	75	110	28	105	15	331	1.6%
	12/12/20	76	105	42	82	28	332	1.6%
	12/19/20	79	112	42	122	30	384	1.8%
Average		77	106	36	109	22	349	1.6%
High Point		88	128	44	130	30		1.8%



TELLER LINE ON THE WEEKEND – Daily Totals

Cumulative daily totals (all branches) charted for December 2020 make it clear how Saturday traffic compares to other days of the week.



December 2020

SECTION 1

Who is the weekend member?

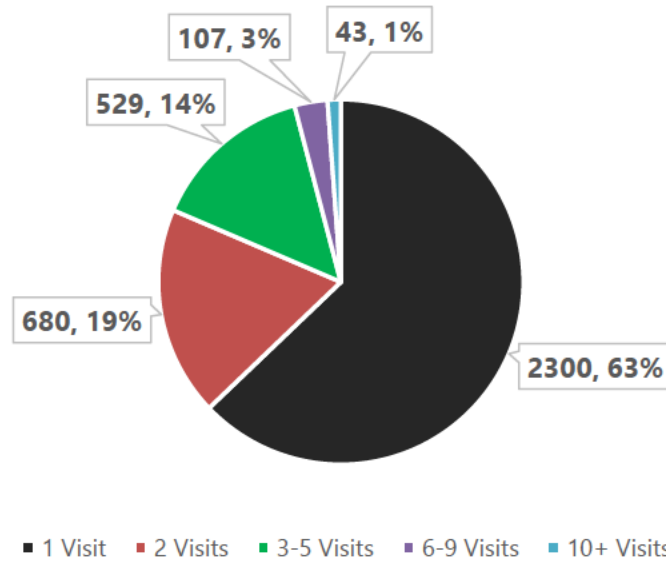
REPEAT VISITORS – TOTAL VOLUMES

July - December 2020

How many current members have visited the teller line only once over the past 6 months? How many are HIGH-frequency super-user members (10+ visits)? The total 3,659 members are our population who have engaged with any branch at least once over a six-month period. Remember the teller line visitors seen across all branches in a single month was ~1,100 members (page 9).

These 3,659 members are our truest count of members who we can reasonably consider a “branch user” based on cumulative activity. Clearly, **one-time visits are very common**. Also **just 150 members had what might be considered a significant need to come into the credit union** with 6 or more visits over this period.

Visits Jul-Dec 2020	Members	% of Total
1 Visit	2300	62.9%
2 Visits	680	18.6%
3-5 Visits	529	14.5%
6-9 Visits	107	2.9%
10+ Visits	43	1.2%
Total	3659	



Super-User Visitors
(10+ visits)

1%, or 43 members

One-Time Visitors
(1 visit)

63%, or 2,300 members

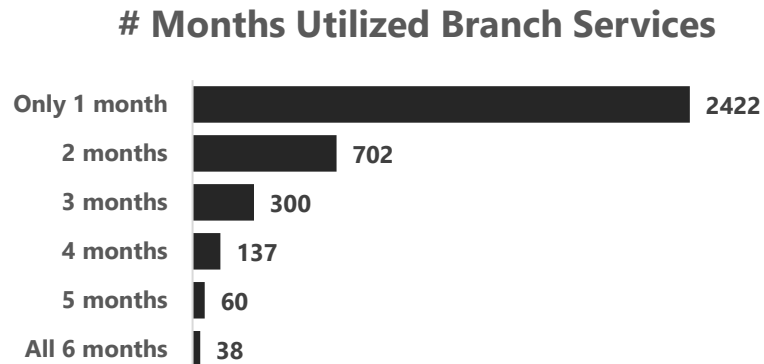
PATTERNS OF CONSISTENCY

July - December 2020

How many members currently maintain a consistent habit of using branch services on a weekend. In a 6-month period (July – December) **38 members have visited the teller line on a Saturday at least once every month.** This analysis considers a “Regular” member as one who is consistent enough to be found visiting 4 or more times in this period.

# Months Utilized Branch Services	Members	% of Total
Only 1 month	2422	66.2%
2 months	702	19.2%
3 months	300	8.2%
4 months	137	3.7%
5 months	60	1.6%
All 6 months	38	1.0%
Total Members	3659	

November SnapShot 1083



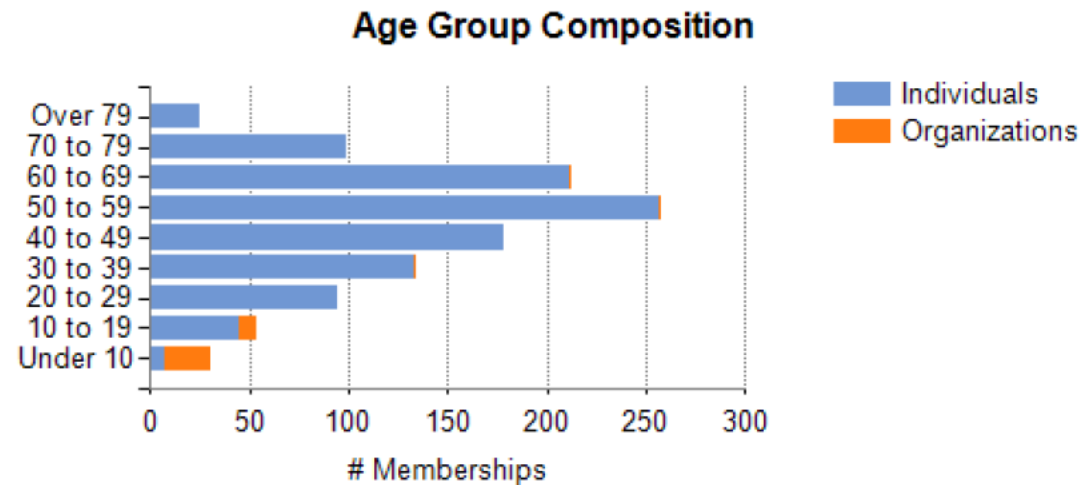
Regulars
235 members
 (visited at least 4 of the past 6 months)

Every Month
38 members
 (visited all 6 month)

PROFILE: WEEKEND MEMBER AGE

Let's get to know the member who visits a branch on the weekend – **What is the weekend member's age?**

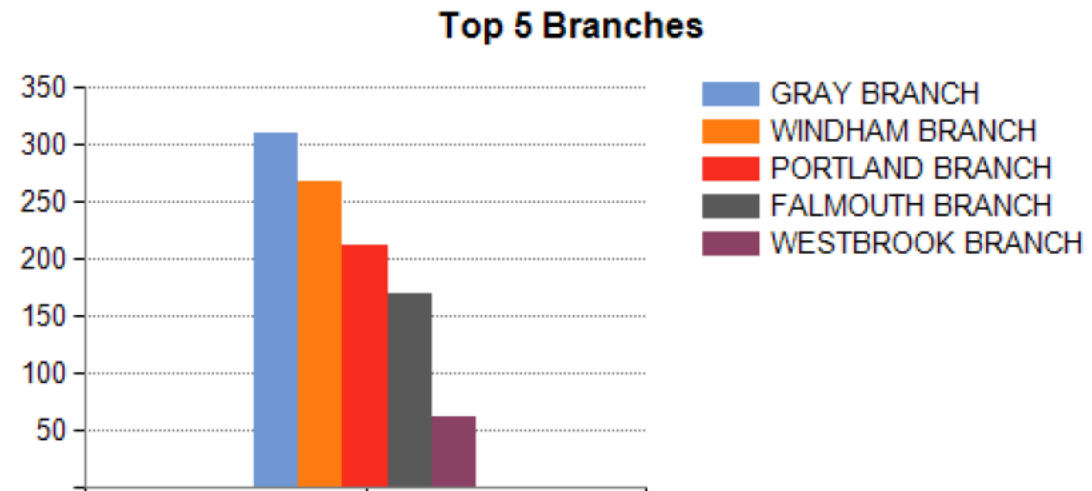
Age Groups (Total)	Count	%
Under 10	31	2.9
10 to 19	54	5.0
20 to 29	94	8.7
30 to 39	134	12.3
40 to 49	178	16.4
50 to 59	258	23.8
60 to 69	213	19.6
70 to 79	99	9.1
Over 79	25	2.3



PROFILE: WEEKEND MEMBER HOME BRANCH

Let's get to know the member who visits a branch on the weekend – **What is the weekend member's home branch?**

Branches	Count	%
GRAY BRANCH	310	28.5
WINDHAM BRANCH	267	24.6
PORTLAND BRANCH	211	19.4
FALMOUTH BRANCH	170	15.7
WESTBROOK BRANCH	62	5.7
LENDING CENTER	48	4.4
YARMOUTH BRANCH	14	1.3
LYSETH SCHOOL BRANCH	4	0.4
Other		0.0



PROFILE: WEEKEND MEMBER DIRECT DEPOSIT

Let's get to know the member who visits a branch on the weekend – **Does the weekend member receive direct deposits?**

Description	01/2021		*ALL	
	Members	%	Members	%
⊕ Payroll with Deposits of at least 500 Per			4	
⊕ ACH with Deposits of at least 500 Per Mont	665	61.4	9,294	42.3
⊕ Transfers (any type) via AFT - Active	223	20.6	3,228	14.7
⊕ Loan Payments only via AFT - Active	163	15.1	2,227	10.1
⊕ Loan Payments via ACH	82	7.6	1,797	8.2

Weekend Member

61.4%

↑ **19.1%**

Total Membership

42.3%

ACCOUNT COMPOSITION SUMMARY

Let's get to know the member who visits a branch on the weekend – **What is the weekend member's relationship with the CU?**

	# Closed	# Active	Active Avg Balance
Savings	178	1,695	7,365
Checking	184	955	3,630
IRA	43	69	18,602
Certificates	212	62	22,725
Loans	2,946	557	16,413
Loans (written-off)	10	4	4,497
LOCs/CCs	105	196	9,300
LOCs/CCs (written-off)	1	1	723
Totals	3,679	3,539	83,255

Average Checking Balance
\$3,630

*Difference in SPM**
+0.91

*Difference in PPM***
+0.57

Description	01/2021		*ALL	
	Members	%	Members	%
Total	1,083		21,982	
Avg Prod Per Mbr	3.114		2.544	
Avg SVCS Per Mbr	6.065		5.154	

*SPM = Services per Member, as defined by the Tiered Scoring Program. **PPM = Products per Member, as defined by the Tiered Scoring Program.

SELF-SERVICE UTILIZATION SUMMARY

Let's get to know the member who visits a branch on the weekend – **What is the weekend member's participation in digital self-services?**

Description	01/2021		*ALL	
	Members	%	Members	%
Audio Response - Active	44	4.1	478	2.2
Online Banking - Active	384	35.5	5,677	25.8
E-Statements - Enrolled	590	54.5	11,229	51.1
Bill Payment/Presentment - Enrolled	220	20.3	3,563	16.2
Valid e-Mail Address	928	85.7	17,645	80.3
E-Notices Subscription	665	61.4	13,018	59.2
E-Alerts Subscription	51	4.7	1,026	4.7
Mobile Text Banking - Enrolled	78	7.2	1,312	6.0
Mobile Web Banking - Active	471	43.5	7,374	33.5
Wrong Address	14	1.3	1,028	4.7
CU Marketing Opt-In	1,025	94.6	20,280	92.3
3rd Party Marketing Opt-In	1,036	95.7	20,367	92.7
Reg E Opt-in	653	60.3	12,142	55.2
Debit Card Trans up to 10	178	16.4	2,793	12.7
Debit Card Trans 11 to 19	122	11.3	1,633	7.4
Debit Card Trans 20 to 999	349	32.2	4,070	18.5

AVERAGES

*On nearly all self-service measurements, **the weekend member exceeds the general membership average***

Notably, the weekend member is particularly active with their debit card with nearly 1/3rd running 20+ debit card transactions in December

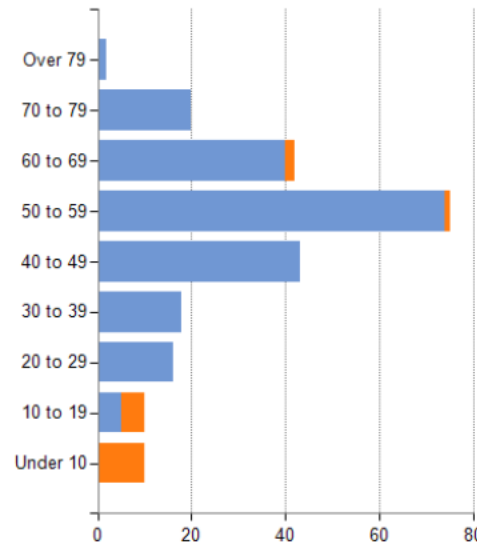
GROUP STUDY: The Regular

Age
Predominantly 50+

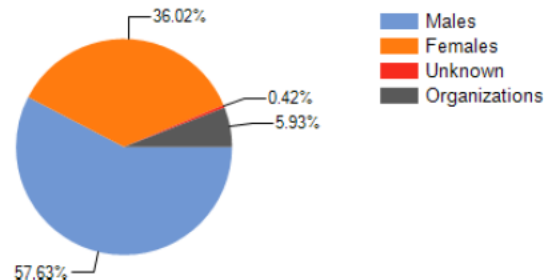
Gender
Predominantly Male

Services
(compared to occasional visitors)
Less likely to use Bill Pay
Has a slight preference for desktop online banking

Age Group Composition



Gender Breakdown



Description	Members	%
Audio Response - Active	13	5.5
Online Banking - Active	85	36.2
E-Statements - Enrolled	123	52.3
Bill Payment/Presentment - Enrolled	44	18.7
Valid e-Mail Address	195	83.0
E-Notices Subscription	144	61.3
E-Alerts Subscription	5	2.1
Mobile Text Banking - Enrolled	14	6.0
Mobile Web Banking - Active	94	40.0
Wrong Address	3	1.3
CU Marketing Opt-In	227	96.6
3rd Party Marketing Opt-In	225	95.7
Reg E Opt-in	144	61.3

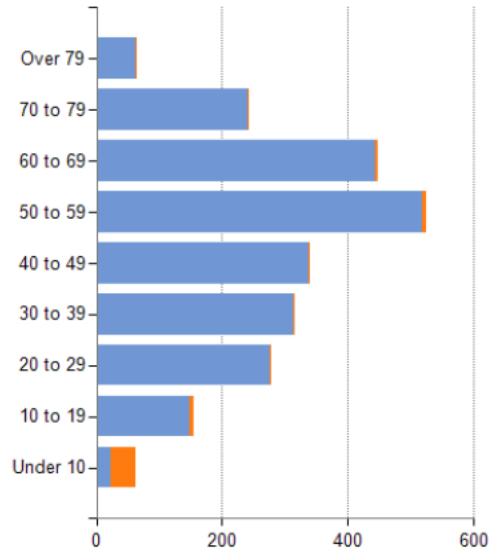
GROUP STUDY: The Occasional Visitor

Age
Predominantly 50+

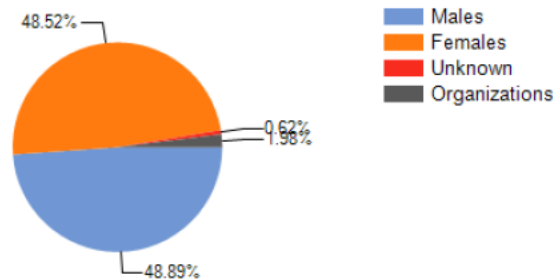
Gender
Predominantly Male

Services
(compared to occasional visitors)
More likely have eStatements
Has a slight preference for mobile online banking

Age Group Composition



Gender Breakdown



Description	Members	%
Audio Response - Active	86	3.6
Online Banking - Active	796	33.2
E-Statements - Enrolled	1,353	56.4
Bill Payment/Presentment - Enrolled	525	21.9
Valid e-Mail Address	2,071	86.4
E-Notices Subscription	1,527	63.7
E-Alerts Subscription	150	6.3
Mobile Text Banking - Enrolled	160	6.7
Mobile Web Banking - Active	1,110	46.3
Wrong Address	27	1.1
CU Marketing Opt-In	2,248	93.8
3rd Party Marketing Opt-In	2,266	94.5
Reg E Opt-in	1,388	57.9

SECTION 2

What is the weekend branch transaction?

SUMMARY OF TRANSACTIONS

Here's the quick numbers we need to know for total volume of transactions seen at each branch. The next pages of this analysis will begin to expand details to paint a picture of what types of transactions are most common, and for what purpose.

A few definitions:

- **Teller transaction** = These are considered the *items* and *actions* that a teller is processing within a single interaction. Recorded as "receipt audit keys", examples include "Outside Check", "Withdrawal/Disb", "Funds Carried Over", etc.
- **Member transaction** = These are the single cumulative posting that is applied to a member's account and appears in the member's transaction history. A single member transaction posted to an account through the teller line may have had multiple items included.

This section of the analysis shifts to focus on **teller** transactions in order to gain insight from its more detailed data recording. Prior sections of this analysis focus on the more commonly reported and analyzed **member** transactions.

Average New Accounts
(all branches)

7.0 per Saturday

Average New Memberships
(all branches)

2.8 per Saturday

Top Transaction
(all branches)

**Checks – Cashing
and Depositing**

TRANSACTION TYPES – PRIMARY

November 2020

This is the most high-level look at the type of transactions tellers are processing. The data shown below counts the *primary item types* a teller is processing, rather than the cumulative data we see when we count the final cumulative posting to the account elsewhere in this analysis. This data is our first peek into the specific type of transactions the weekend member pursues at the teller line.

Primary Type	Gray	Portland	Westbrook	Windham	Yarmouth	Grand Total	% of Total
Outside Check	329	211	88	353	49	1030	39%
Deposit/Payment	300	239	98	291	57	985	37%
Withdrawal/Disb.	148	119	56	163	29	515	20%
Inhouse Check	33	7	6	17	3	66	3%
Misc. Advances	11	9		7	2	29	1%
Misc. Receipts	3	1	2	5		11	0%
Grand Total	824	586	250	836	140	2636	

Most importantly, it is clear that **personal checks are a big factor in weekend activity**. Directionally, we see also see that **deposits outweigh withdrawals**.

TRANSACTION TYPES – SECONDARY

November 2020

The *secondary item types* are recorded specially for receipt printing and where possible they help us look a little deeper into the items and actions involved with each transaction.

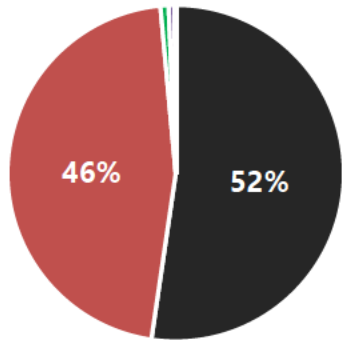
Receipt Descriptions	Gray	Portland	Westbrook	Windham	Yarmouth	Grand Total	% of Total
Cash Out*	188	151	73	197	32	641	56%
Cash In*	64	72	37	89	18	280	24%
Funds Carried Over*	27	20	8	18	2	75	7%
Funds Forwarded*	27	20	8	18	2	75	7%
Corporate Checks*	6	22	7	24	8	67	6%
Check/Money Order Fee*		6				6	1%
Delq Fine Payment*	1		1			2	0%
Escrow Transfer*	2					2	0%
Transfer Deposit/Pmt*			1	1		2	0%
Transfer Withdrawal*			1	1		2	0%
Grand Total	315	291	136	348	62	1152	

When cash is involved, **more than twice as many cash-related transactions are withdrawals** ("Cash Out").

PURPOSE OF TRANSACTIONS

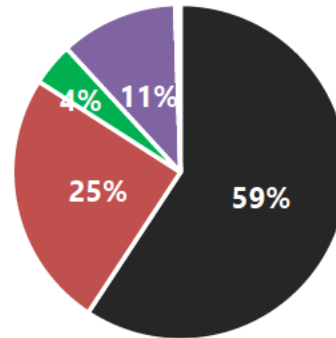
What are the primary purposes a weekend member is coming to a teller? Loan payments? Savings Deposits? Checking Deposits? This data summarizes teller line transactions by direction (withdrawal vs deposit) *and* destination (Loan, Savings, Checking, Certificate, etc)

Withdrawals (Ratios)



- Checking ■ Savings ■ GL Posting ■ Loan
- Certificate ■ IRA ■ Tax/Escrow

Deposits (Ratios)

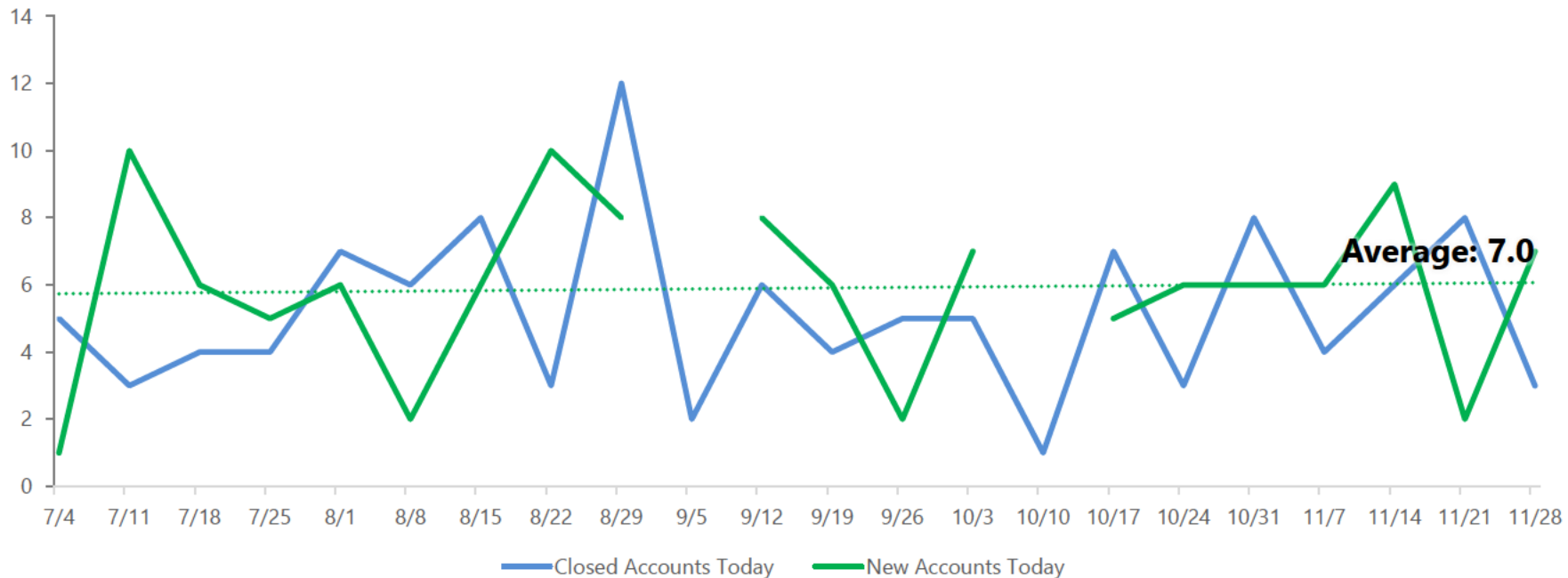


- Checking ■ Savings ■ GL Posting ■ Loan
- Certificate ■ IRA ■ Tax/Escrow

Account Type	Withdrawals (Ratios)	Deposits (Ratios)
Checking	52%	59%
Savings	46%	25%
GL Posting	1%	11%
Loan	1%	4%
Certificate	0%	0%
IRA	0%	0%
Tax/Escrow	0%	0%

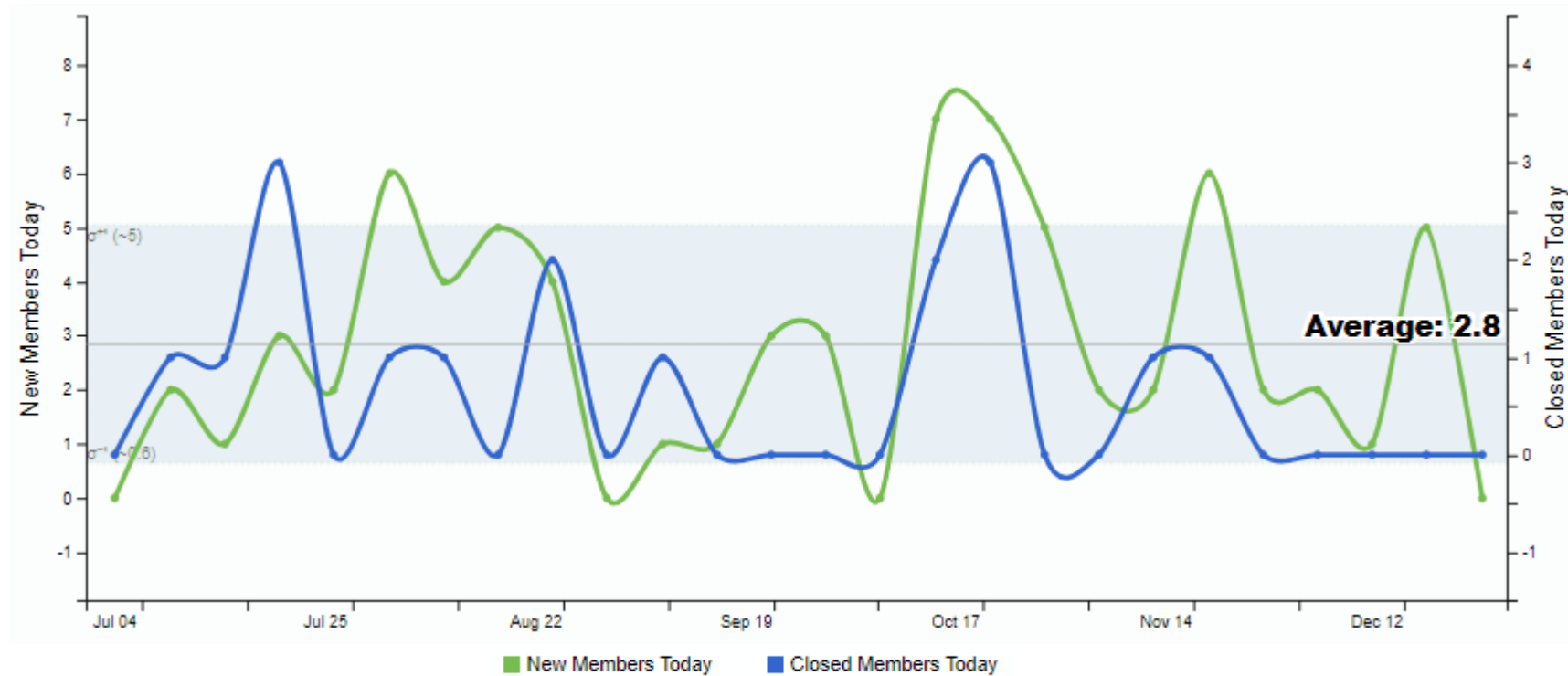
RELATIONSHIPS: NEW/CLOSED ACCOUNTS

Trend of New Memberships and Closed Accounts processed on Saturdays from July through December 2020. This data has been scrubbed of any account openings that were directly part of a new membership opening.



RELATIONSHIPS: NEW/CLOSED MEMBERSHIPS

Trend of New Memberships and Closed Memberships processed on Saturdays from July through December 2020.



APPENDIX A – DATA SOURCES

DASHBOARDS

- Tool 977 Where Your Members Branch
- Tool 867 - Transaction Count by Delivery Channel
- Tool 847 – Teller Activity by Transaction Type
- Tool 844 – Teller Activity by Day of Month
- Tool 553 – New/Closed/All Accounts Analysis
- Tool 232 Common Bonds Analysis

DATA TABLES

- TA1/TA2 – Teller Audit for Audit Keys
- HTRANS1-3 – Member Transaction History
- MASTER – Membership Profile Information