



Randolph-Brooks Federal Credit Union Chooses Raddon to Enable Next-Generation Marketing

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Credit Union will leverage predictive marketing as the institution aims to improve members' well-being and financial lives

BROOKFIELD, Wis.--(BUSINESS WIRE)--Jan. 14, 2020-- Randolph-Brooks Federal Credit Union (RBFCU) will enhance its marketing capabilities and strategy with technology from [Raddon](#)[®], a Fiserv company and provider of innovative research, insightful analysis and strategic guidance to financial institutions.

RBFCU will utilize the new [Predictive Analytics](#) solution from Raddon, which allows financial institutions to build deeper relationships with members and customers through targeting and segmentation tailored to their activities and needs. RBFCU will use Predictive Analytics to further its digital presence and marketing efforts by communicating relevant offers to its members.

"We've had a fruitful relationship with Raddon for years, and Predictive Analytics will allow us to leverage the insights and information Raddon provides for the benefit of our members," said Mary O'Rourke, EVP and chief of staff at RBFCU. "We do right by our members when we find ways to improve their financial lives. Predictive Analytics will allow us to match offers to individuals in a more considerate, meaningful way."

Predictive Analytics organizes, tags and contextualizes financial institution data, utilizing a combination of transactional, lifestyle and behavioral data to deliver personalized experiences across both digital and physical channels.

Data is anonymized, and individuals are identified based on [Key Lifestyle Indicators](#)[®] (KLI) that reflect their banking and spending behavior. Predictive Analytics then allows the institution to respond to individuals' habits and behavior, moving them in and out of campaigns.

"RBFCU is a multi-year [Crystal Performance Award](#) winner based on their performance as compared to their peers, and a leader in the credit union industry," said Edward Wipson, general manager, Raddon. "As institutions like RBFCU embrace the potential of predictive marketing technology it will raise the bar for marketing best practices in the financial services industry."

Predictive Analytics from Raddon is available now and can integrate into any core banking system. It can be viewed live in February at CUNA GAC in Washington, D.C.

Additional Resources:

- Raddon, a Fiserv Company - [raddon.com](#)
- Predictive Analytics from Raddon - [fisv.co/PredictiveAnalytics](#)

About RBFCU

Established in 1952, Randolph-Brooks Federal Credit Union is a full-service financial cooperative whose mission is to improve members' economic well-being and quality of life. With assets exceeding \$9.5 billion, RBFCU serves more than 800,000 members at 59 branch locations throughout Texas.

About Raddon

Raddon, a Fiserv company, has been providing financial institutions with research-based solutions since 1983. Raddon works exclusively with financial institutions and has a unique understanding of the industry, resulting in the ability to apply practical know-how to the challenges and opportunities financial institutions face. Raddon combines best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover[®] cloud-based point-of-sale solution. Fiserv is a member of the S&P 500[®] Index and the FORTUNE[®] 500, and is among the FORTUNE Magazine World's Most Admired Companies[®]. Visit [fiserv.com](#) and [follow on social media](#) for more information and the latest company news.

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