



Credit Score Feature in "It's Me 247"

Statistics showing the member activity that results from activating the Credit Scores feature in **It's Me 247** online banking. Stats compiled October 2015. Includes an analysis of all tracker records created since the feature was activated and all records that are currently present within the loan application file (LNAP).

	Credit Union A	Credit Union B	Credit Union B
Number of times a Member clicked on their score	1,314	3,415	1,761
Number of times a score was present when a Member clicked on their score	1,057 (80.4%)	2,693 (78.9%)	426 (24.2%)
Number of times a score was NOT found when a Members clicked on their score	257 (19.6%)	722 (21.1%)	1,335 (75.8%)
Number of Unique Members that clicked	598	1,480	807
Number of Unique Members that clicked and found a score	436 (72.9%)	1048 (70.8%)	145 (18.0%)
Number of Unique Members that clicked and DID NOT find a score	162 (27.1%)	432 (29.2%)	662 (82.0%)
Average clicks on Credit Score per Member that clicked at least once	2.19	2.30	2.18
Number of Loan Applications present for the Members clicked on their credit score	152	499	140
Dollar Amount of Loan Applications Present for the Members clicked on their credit score	\$1,863,734.05	\$6,879,864.25	\$1,639,574.38
Number of Loan Applications with Status = L present for the Members clicked on their credit score	97	272	74
Dollar Amount of Loan Applications with Status = L present for the Members clicked on their credit score	\$1,406,974.79	\$3,635,555.59	\$832,038.97

Number of Loan Applications with Status = A present for the Members clicked on their credit score	22	135	24
Dollar Amount of Loan Applications with Status = A present for the Members clicked on their credit score	\$146,344.00	\$2,262,445.27	\$375,055.00
Number of Loan Applications with Status = D present for the Members clicked on their credit score	7	50	16
Dollar Amount of Loan Applications with Status = D present for the Members clicked on their credit score	\$30,700.00	\$574,372.08	\$165,720.15
Number of Loan Applications with Status = X present for the Members clicked on their credit score	26	42	26
Dollar Amount of Loan Applications with Status = X present for the Members clicked on their credit score	\$279,715.26	\$407,491.31	\$266,760.26

