

# TELLER ANALYTICS

## 10 YEARS OF STATISTICS

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Asterisk Intelligence has collected data on teller transactions and has come up with the statistics seen here. We created a static pool of credit unions that have been with us for the last ten years to ensure that the results were not diluted with increased membership sizes across the CUSO for newly converted credit unions.

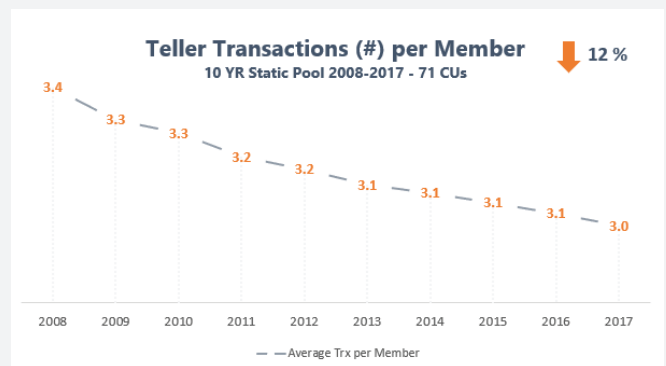
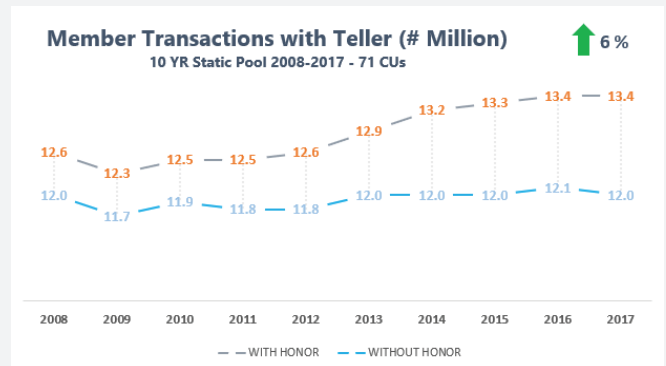
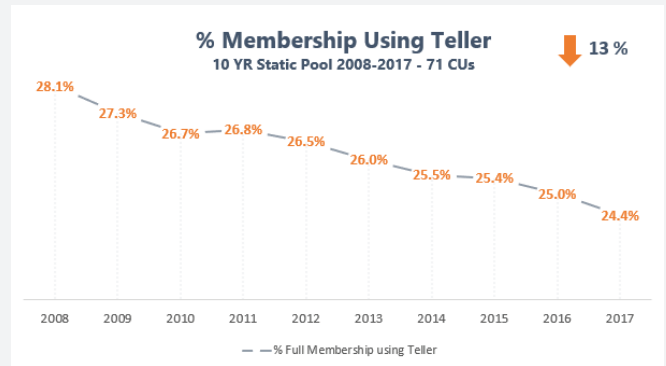
The statistics shown are calculated simply by looking at the teller transaction origin (O1) and the transaction files. As seen in the charts, the percentage of members performing teller transactions has gone down over the last 10 years by 13%. The teller transactions per member have also decreased by 12%. We also calculated the total number of teller transactions as a whole, and were surprised to find out that the number actually increased by 6%. We didn't feel right with this number so we went back and did a bit more digging. With Honor CU removed from the population, we realized that the total number of transactions is actually flat without Honor (right around 12.0 million...). This may be because of the mergers that Honor has completed over the past few years and the fact that those members may be fans of teller processing, or simply because the members in general at Honor are fans of visiting the branches for teller transactions.

We also found it interesting that even though the average membership size has increased by almost 2,000 members over the 10 years of our static pool analysis, the statistics related to teller transactions have gone down. This could suggest that the members that have joined the credit union over the last 10 years have not been members who would typically visit a branch for teller transactions.

There is also the stat that the average transactions per member has decreased from 3.41 to 3.02. This tells us that the member that does perform teller transactions is doing less in-branch. This may be because there have been a number of technological enhancements over the last 10 years (RDC, A2A, etc.). This is key in understanding that members who do perform teller transactions are finding other resources for how to perform their activity.

The one item that we are not accounting for (and may not be possible to...) is for credit unions who use teller processing to perform transactions that are NOT for a member that has visited the branch. We have often seen credit unions post mail, night drop, etc. through the teller program which is not truly a teller transaction.

The next step is for us to define "who" the type of member is that visits the branch. We will be looking at a couple of credit unions to identify the age, gender, etc. and will follow-up with those results when they are completed.



Row Labels	Average Trx per Member (total trx in year/total mbr in year)	% of Full Membership doing Teller Trx	Average CU Membership Size in Year	% Change in Teller Activity Year to Year	Transaction Events Total in Year	Transaction Events Average per Month	Members doing Teller Trx Average per Month
2008	3.41	28%	8,287	n/a	12,562,832	6,210	1,809
2009	3.32	27%	8,388	-0.77%	12,297,806	5,889	1,767
2010	3.28	27%	8,486	-0.58%	12,483,749	5,709	1,728
2011	3.22	27%	8,519	0.11%	12,477,569	5,587	1,721
2012	3.18	26%	8,734	-0.35%	12,612,247	5,471	1,702
2013	3.14	26%	9,143	-0.51%	12,949,088	5,357	1,682
2014	3.11	26%	9,398	-0.44%	13,175,061	5,261	1,660
2015	3.09	25%	9,675	-0.09%	13,309,229	5,223	1,662
2016	3.06	25%	9,942	-0.44%	13,402,602	5,088	1,634
2017	3.02	24%	10,247	-0.60%	13,428,529	4,954	1,614
<b>Grand Total</b>	<b>3.18</b>	<b>26%</b>	<b>9,082</b>	<b>-0.41%</b>	<b>128,698,712</b>	<b>5,475</b>	<b>1,698</b>



**HAVE A QUESTION?**

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