

## Overview

Rogue Credit Union (CU) is a financial institution founded in 1956. They serve over 175,000 members and they manage an asset base of close to \$3 billion dollars. Currently, Rogue CU operates in both Oregon and Western Idaho.

The credit union was established by a group of educators at a local elementary school looking to help their local community. Today, Rogue CU offers its members a broad range of financial services ranging from personal and business banking accounts, investment, and lending services. Rogue CU enables its members to apply for several types of lending services, including personal and vehicle loans, credit cards, and more.

MeridianLink has a long history of collaboration with Rogue CU. We've partnered since 2012. During the past decade, we've helped the credit union integrate several of our platforms. That partnership has made it possible for Rogue CU to streamline its credit application and approval process and to increase its customer base.

## Why Choose MeridianLink Consumer (formerly LoansPQ®)?

Rogue CU went through three different Loan Origination Systems (LOS) before integrating MeridianLink Consumer. Their extensive experience with the loan application and approval system meant they understood precisely what they needed in a LOS. With MeridianLink Consumer, members can now apply for loans online and receive almost immediate approval.

Before finding MeridianLink Consumer, it wasn't rare for members to leave halfway through the loan application process. Now, most members apply for loans through the Rogue CU application portal, which makes the process remarkably simple. During the

past year alone, Rogue CU saw an increase in online applications from 15-20 to around 100 per day.

Handling hundreds of applications manually in a timely manner wouldn't be possible without a massive loans department. However, integrating MeridianLink Consumer with MeridianLink Opening and the Portal add-on means the system can streamline the account opening and loan application process. Account specialists get all the information they need in a single document, which means they can make quick decisions when it comes to approving or denying loans.

## Case Study



### Self-Service Portal

MeridianLink Portal enables Rogue CU members to update their information and apply for new loans without having to reach out to a branch employee.

### Across-the-Board Support

Integrating a new LOS system after going through multiple previous products was a challenge. Thanks to our support team, Rogue CU made a seamless transition to using MeridianLink Consumer.

### Near-Instant Loan Approval

Thanks to MeridianLink Consumer, Rogue CU was able to reduce the amount of abandoned loan applications and streamline their approval process.

"With our previous LOS, we experienced a high volume of abandoned or incomplete loan applications. Integrating MeridianLink Consumer has been a lifesaver and resulted more completed loan applications. Offering online applications is a significant operational and member benefit."

— Julie Cerro, Lending Systems Administrator

## The 3 Biggest Benefits of MeridianLink Consumer, MeridianLink Opening, and MeridianLink Portal

### 1. Online Applications

In the past, members needed to walk into a branch to apply for a loan. However, integrating MeridianLink Consumer and Opening has made it possible for members to open accounts and apply for loans online. More importantly, that process is incredibly user-friendly, which drastically reduces consumer issues. By driving online applications, Rogue CU has been able to increase the efficiency of its loans department.

### 2. Mobile Friendly

Members can access the Rogue CU portal through their mobile devices. They can open accounts and apply for loans with simple forms that are easy to navigate even on small screens. MeridianLink products connect to the Rogue CU website and its online banking platform. With MeridianLink, you get a product that you can truly integrate into your existing banking system.

### 3. Easy Access to Consumer Documentation

Without a LOS system, approving a loan can be a time-consuming process. Loan officers would need to pull together documentation from multiple sources to decide whether to approve or deny a loan. MeridianLink Consumer helps collect all that information for Rogue CU employees, and it puts it all together in a single document. Loan officers get almost immediate access to all the information they need to make quick decisions, which greatly streamlines the approval process.