

Case Study



Overview

CME Federal Credit Union was established in 1935, and originally served City of Columbus' firefighters and police officers. Today their services extend to everyone residing in the Central Ohio region. CME Federal Credit Union boasts an asset size of \$305 million, enabling their organization to provide a wide range of financial services. They currently operate on MeridianLink Consumer, MeridianLink Opening, and MeridianLink Portal, formerly known as LoansPQ®, XpressAccounts®, and Applications Portal™ for their loan and new account origination. However, they needed a solution to help build their business intelligence branch.

The Benefits of Adding MeridianLink Insight, formerly known as MLX Insight™

Prior to implementing MeridianLink Insight, CME Federal Credit Union wanted to grow and expand the business intelligence arm of their organization. Considering they currently utilize MeridianLink Consumer for loan origination, MeridianLink Opening for new account opening, and MeridianLink Portal as their point-of-sale solution, utilizing MeridianLink's business intelligence software was a natural fit.

MeridianLink Insight integrates directly with all major software products for lending and account opening, providing CME Federal Credit Union direct access real-time data as it relates to their organization. This enables them to make better, more informed decisions on their business rules and processes. Additionally, MeridianLink's large digital footprint enables MeridianLink Insight the ability to generate industry trends and custom reports. This practice help CME Federal Credit Union stay competitive and make better decisions.

Exclusive industry trends

MeridianLink's expansive digital presence provides CME Federal Credit Union (and MeridianLink Insight) with a wide range of industry data and market trends that help benefit their entire organization.

Better decisions

Through the use of industry data, coupled with custom reports from CME Federal Credit Union, they are able to make practical decisions better.

Implementation

"Implementation was seamless and our representative was very responsive and incredibly helpful. It was definitely 110% positive all the way through the implementation process."

"MeridianLink Insight was incredibly helpful in demonstrating our processing times for certain loans and making a case for more automated decisioning."

— Corey Bodine
Lending Systems Administrator

3 most favorable features MeridianLink Insight provided CME Federal Credit Union

Integration

The robust and powerful integration MeridianLink Insight offers, allows CME Federal Credit Union to gather real-time data from their loan origination system (MeridianLink Consumer), new account opening solution (MeridianLink Opening), point-of-sale (MeridianLink Portal), and their core system. This powerful integration ensures that they have the most up-to-date data to help foster and make important business decisions—as they relate to CME Federal Credit Union.

Reporting

MeridianLink Insight enables CME Federal Credit Union the opportunity to keep up with industry trends. How? By utilizing their exclusive repository of industry data. Additionally, CME Federal Credit Union has access to real-time organizational data, as well as custom reports that help analyze trends and create reproducible outcomes.

Automation

MeridianLink Insight's powerful automation capabilities have helped save time and manpower for CME Federal Credit Union. Other platforms before MeridianLink Insight required many hours of manual work to procure a report. MeridianLink Insight generates custom reporting, which can be automated and created on a desired schedule. Additionally, automation made building custom dashboards for CME Federal Credit Union's leadership simple and quick.