

How Buckeye State Credit Union Grew Retail Lending from \$1.8M to \$3.2M in Just 30 Days

Executive Summary

Buckeye State Credit Union (Akron, OH; \$150M in assets; 16,585 members) needed a better way to increase loan volume without overburdening staff.

After implementing SimplyFocused, they saw immediate impact. In just 30 days, retail loan volume jumped from **\$1.8M to \$3.32M**, a **77% increase**.

This success was driven by streamlining follow-up, reducing application abandonment, and giving staff real-time visibility into loan activity.

About Buckeye State Credit Union

- Akron-based, community-rooted credit union
 - \$150M in assets
 - 16,585 members
 - Strategic focus on retail loan growth, digital member experience, and operational efficiency
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The Challenge

Before SimplyFocused, Buckeye faced a familiar set of issues:

- Inconsistent follow-up from lending staff
 - Limited visibility into the status of member inquiries
 - Missed opportunities due to manual tracking and handoffs
 - A rising number of abandoned online loan applications
 - Difficulty scaling growth without increasing headcount
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The SimplyFocused Solution

To address these challenges, Buckeye implemented SimplyFocused's platform, which included:

- Automated routing of leads to the right loan officers
 - Real-time dashboards showing inquiry status and staff performance
 - Built-in follow-up reminders and SLAs to keep momentum
 - A streamlined, user-friendly loan application experience
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The Results

- **\$1.4M increase** in funded loans within the first 30 days
 - **77% MoM growth** in month one
 - Reduced loan application abandonment
 - Greater internal alignment around follow-up and accountability
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Why It Worked

- Every inquiry was tracked and followed up on—no lead left behind
 - Team members had visibility into every step of the process
 - SLAs and automation drove urgency and consistency
 - A modernized experience helped members apply quickly and confidently
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Beyond Loans

“We originally planned to use SimplyFocused just for loan applications, but we now use it for *all* online communication with Buckeye through our website.”

— **Buckeye State CU**