



Driving What Counts with Pinnacle Financial Strategies

**How Pioneer Valley Credit Union Increased
Account Activity and Member Satisfaction**



How It Started

Pioneer Valley Credit Union (PVCU) recognized that staying competitive in an evolving market requires an innovative approach to meet its members' needs and keep them engaged. The credit union serving the Springfield, MA, area determined that the best course was to introduce a new account type designed to build stronger account holder relationships and loyalty.

The goal was to launch a high-interest-rate product that increased transaction frequency and make those member interactions more meaningful. PVCU's objectives included increasing the use of credit union services, such as debit cards, direct deposits, and loans, and expand its reach to a broader audience of potential new members.

The Solution

In 2024, PVCU launched Prime High Yield Checking in partnership with Pinnacle Financial Strategies. As a long-time partner, PVCU knew Pinnacle specializes in providing innovative programs and tailored support to community financial institutions. PVCU also had confidence that Pinnacle would help increase account holder engagement and grow revenue. With decades of experience in reward checking, and strategic solutions, Pinnacle had a proven plan to help PVCU reach its goals.



Pinnacle provided the credit union with its What Counts Checking program, a customizable framework for successful rewards-based checking, including a results-driven retail deposit program and strict compliance with all regulations.

The program includes a marketing guide, campaign structure, and compliant branch collateral design. It also provides access to a library of program resources, data integration, and checking rewards processing via Pinnacle's SmartTech software. With SmartTech financial institutions also have actionable insights on demand to keep them informed of member activity and product performance.

Positioning for a Successful Product Launch

As a comprehensive solution provider, Pinnacle delivered customizable training templates, eLearning online and live courses, and an account setup playbook and toolkit to enable PVCU's team to effectively promote the new account and optimize the service they delivered to account holders. Engaging the entire team and planning a strategic rollout was instrumental in the product's smooth adoption. PVCU found Pinnacle's process so effective that the credit union intends to apply it to future product launches.

"The structured onboarding with the new product, the education, handouts, and training material were helpful for us. You brought all the soft skills to the table that sometimes get lost or left behind. That engagement ensured the product's success, from training to monitoring, to getting everyone excited."

-Anabela P Grenier, CEO, Pioneer Valley Credit Union



Building on a Strong Partnership with Pinnacle

Through years of partnership with Pinnacle, PVCU knew it could rely on the team to provide valuable advice for goal-setting and an accurate analysis of its program's effectiveness. Pinnacle's experience in rewards checking was particularly valuable, helping PVCU navigate challenges and anticipate members' needs.

Although Pinnacle is a national business, its team is responsive and provides approachable, hands-on guidance. PVCU's dedicated Client Success Manager met quarterly with PVCU for a program and performance review. During these meetings, Pinnacle helped the credit union maintain focus on its goals of increasing member engagement and identified growth opportunities across the credit union's portfolio.

***“Pinnacle makes
it easy. They are
approachable,
reachable, and
guide us through
every step.
It’s like they’re in
our backyard.”***

**Jason StClair, VP of Digital Growth
Strategy, Pioneer Valley Credit Union**





The Rewards of a Well-Planned Checking Rewards Product

Program data shows Prime High Yield Checking has helped PVCU meet its goals and objectives. PVCU sees an average of 48.43 debit card transactions per account in the portfolio, confirming that members actively use the accounts and reflecting strong engagement. The top-performing account averages a whopping 57 transactions per month!

Furthermore, the credit union's retention rate is 96%, a strong indicator of member loyalty and satisfaction, which will contribute to lasting relationships.

The success of the product reaffirms the importance of structured implementation, iterative training, and robust follow-up and performance evaluations.

“Pinnacle’s approach made a world of difference. The follow-up and monitoring Pinnacle provides are huge. It takes us to the finish line in a way we wouldn’t achieve on our own.”

Jason StClair, VP of Digital Growth Strategy,
Pioneer Valley Credit Union



Since the introduction of *Prime High Yield Checking*, PVCU has effectively differentiated itself in the competitive Springfield, MA, financial landscape. By implementing innovative account offerings and member-centric services, PVCU has engaged members, created stickier relationships, and attracted new members, sustaining its growth and community presence.

Pinnacle’s What Counts Checking framework, proven processes, expertise, and dedicated success management were key to reaching those goals.

Expert Guidance. Unmatched Results.

Discover how Pinnacle’s Rewards Checking solutions drive growth, deepen relationships, and deliver measurable results for your financial institution. Whether you’re launching a new account or elevating an existing program, our proven strategies and full-service support make it easy to get started.

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