

“Everything you need to get the sale!”

AMOCO CREDIT UNION



all about you™

“Amoco Credit Union was able to book over \$4 million in loans in just three months by using Odenza’s Galveston Cruise incentive.”



Q&A WITH TINA FOSTER | VP Culture and Communications, Amoco Credit Union in League City, TX

“WHY DID YOU DECIDE TO TRY OUT ODENZA’S TRAVEL INCENTIVES?”

We wanted to do something for a spring and summer time offer, something people would be interested in during that time of year, which was taking a vacation, so we started looking for some sort of vacation type incentive. After we did a lot of research and comparison, we thought the cruise would be perfect since we were so close to Galveston and that was the departure port.

“CAN YOU DESCRIBE YOUR EXPERIENCE WORKING WITH ODENZA?”

It’s been great. Everyone that I dealt with was so accommodating and easy to work with. I know I probably drove Bob crazy with the million questions that I had, but he was always patient with me and even took the time to talk to me or answer my emails after hours, so I really appreciated that.

“HOW DID RUNNING THIS PROMOTION GIVE YOU A COMPETITIVE EDGE IN YOUR MARKET?”

We have so many financial institutions in this area, from banks to credit unions and now even Walmart is offering financial services, but no one has ever offered anything like this, so we were able to get a lot of mileage and results out of the campaign.

It was definitely easier to close, especially towards the end of the promotion when lots of people had heard about it, saw our billboard ad or had received an email from us. We started receiving a lot of phone calls, asking if the cruise offer was still available. In fact we extended it to a few people who were still in the process of taking care of their loan towards the end of campaign and they were very happy.

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“WHAT WOULD YOUR SUGGESTION BE TO OTHER BUSINESSES THINKING ABOUT OFFERING TRAVEL INCENTIVES?”

There are so many companies out there, and a lot of them structure this type of incentive in different ways. Odenza had the most legitimate package. The fact that you are willing to buy back unused certs said a lot to us.

Those people who are thinking about offering a travel incentive want to do their due diligence beforehand and ask a lot of questions, because at the end of the day, when your customer receives the incentive, it all comes back to you. If you want to give your customer something of value, then it’s worth looking at Odenza.



Amoco’s billboard ad used in the campaign

SATISFACTION RATING: DEFINITELY A 10!

“I know a lot of people might think when people give a perfect rating they might be lying or exaggerating, but from day one until now the service has honestly been perfect!”



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