



**Achieving Financial Wellness  
Through Behavior Change**

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# Objective

The primary goal of iGrad's Enrich platform is to facilitate behavior change through interactive courses and ongoing learning. The platform aims to help users develop essential financial skills and behaviors by offering varied content that encourages consistent engagement.

BCU partnered with iGrad to implement the Enrich platform to achieve specific behavior change objectives, including increasing 401(k) participation, enhancing emergency fund savings, and reducing 401(k) loans.

# Implementation



## Consultation and Customization:

- BCU and iGrad collaborated to identify key objectives for behavior change.
- The platform was customized with targeted content and calls-to-action to address these objectives.
- A measurement system was established to benchmark progress and ensure ROI for BCU.



## User Engagement and Education:

- The Enrich platform provided interactive courses to drive skill development and behavioral change.
- Various types of content were made available to ensure ongoing learning and engagement.



# Results



**Study Period: 15 months**



**Comparison: Enrich users vs. non-users (control group)**

## Key Findings:



### Credit Score Improvement:

- Enrich users saw an average increase of 25.51 points in their credit scores.



### Reduction in Overdrafts:

- While the control group's overdrafts more than doubled, Enrich users experienced a 40.7% decrease in overdrafts.



### Savings Balance Growth:

- Enrich users saw an average 55% increase in their savings balances.



### Enhanced Customer Satisfaction:

- Enrich users' Net Promoter Score (NPS) increased by 2.55 points.

## Case Study: Baxter Credit Union

**+25.51**

Credit Scores have gone up 25.51 points on average for Enrich users after 15 months



Average number of checking account overdrafts per month was lower by 40.7% than the average member after 15 months



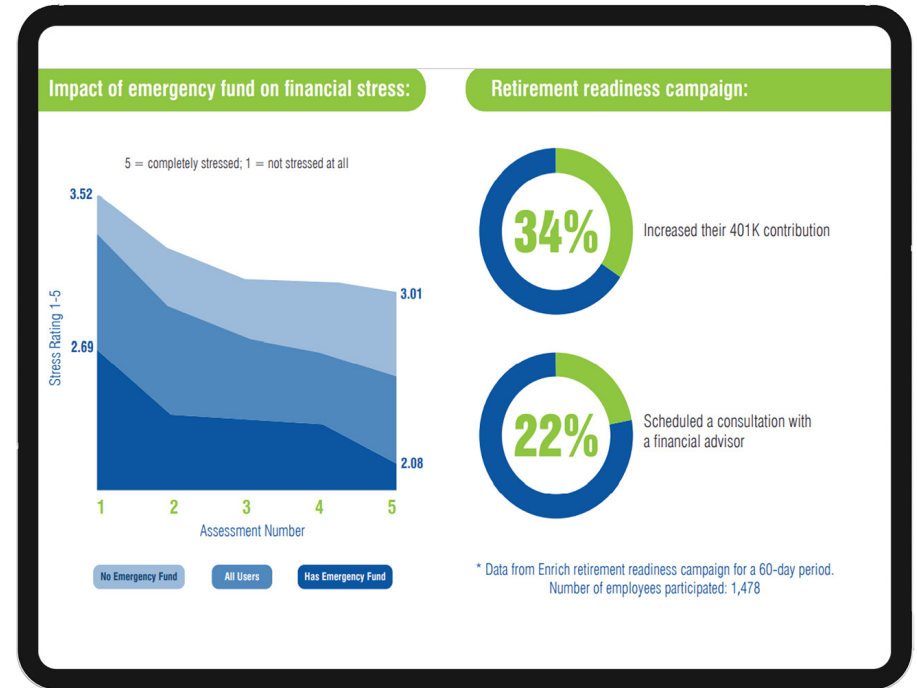
The average savings balance went up by 55%

# Overall Platform Success



## General Data from All Enrich Users (12-month period):

- 23% decrease in financial stress.
- 27% increase in users with 3-6 months of living expenses saved.
- 15% increase in users contributing to their retirement plan.
- 10% increase in users contributing enough to get their full employer retirement match.
- 28% increase in users paying off their credit card in full every month.
- 32% increase in users on track with their financial goals.



## Conclusion

The implementation of iGrad's Enrich platform at Baxter Credit Union has led to significant positive behavioral changes among members. The data highlights the effectiveness of the Enrich platform in improving financial wellness through behavior change.

By offering customized, interactive content and fostering consistent engagement, iGrad has helped BCU members achieve better financial outcomes and greater financial confidence.

For more information about the Enrich platform, visit [enrich.org](http://enrich.org) or email [busdev@enrich.org](mailto:busdev@enrich.org).

