THE PATH TO EXCEPTIONAL MEMBER SUPPORT

Expanding Services Without Expanding Headcount

Case Study

Abstract

When member financial health is a core value, it can lead to late nights and weekends for credit union staff. Telcoe Federal Credit Union partnered with GreenPath Financial Wellness to deliver the same incredible service without burning the midnight oil.

Telcoe Federal Credit Union was founded by a community of Southwestern Bell Telephone employees who were unable to secure loans from local banks.

The first deposits went into a cigar box and helped **fund loans for basic family necessities**. Today, Telcoe has grown to serve new select employer groups (SEGs) with the same care and support as it did in those early days, providing invaluable resources when life doesn't go as planned.

Challenge

Telcoe's reputation for member service support stood well above its size, with staff going to great lengths to help members navigate excessive debt and low liquidity situations.

Michele Beasley, a 23-year veteran of Telcoe, remembers working late nights and weekends alongside the mortgage manager to call creditors and negotiate settlements for members. It was rewarding, but **extremely time and energy-intensive.**

telcoe FEDERAL CREDIT UNION SINCE 1950

- **Headquarter**: Little Rock, AR
- **Assets**: $494M
- **Membership**: 24,000

Michele Beasley
Executive Vice President

TELCOE NEEDED A WAY TO OFFER FINANCIAL COUNSELING TO THEIR ENTIRE MEMBERSHIP

But simply turning away loan applications without helping fix the root problem felt like a betrayal of the credit union's mission.

Members were coming in with significant debts and, in some cases, relationships with debt settlement companies that weren't operating in good faith.

Telcoe needed a way to **offer financial counseling to their entire membership without expanding headcount**, or burning the candle at both ends indefinitely. They also needed a solution that could provide certified guidance to members, while freeing staff to focus on higher-value operational tasks.

MEMBERS WERE COMING IN WITH SIGNIFICANT DEBTS

Michele began looking for a solution that could maintain Telcoe's high-touch standards and deliver a much more timely and cost-efficient response to the needs of members.

Solution

After conferring with industry peers and comparing the operational cost of hiring a certified financial counselor in-house, Telcoe leadership made the decision to partner with GreenPath Financial Wellness in 2010.

GreenPath provides a **range of services to Telcoe's membership**, starting with free financial counseling and a deep library of financial literacy resources. Crucially, GreenPath's certified counselors are available by phone on nights and Saturdays, giving members the opportunity to call outside of work hours.

> ***When we started with GreenPath it was definitely smooth as far as doing the staff education, making sure every location had all of the materials, and then going through [the training] based on what the job of the employee is. Training has been amazing. [GreenPath] would train as often as I need, and I love that.***

Thanks to a robust training program and the constant support of Telcoe's GreenPath Partner Experience representative, they were able to **easily integrate GreenPath** into existing workflows. This was most valuable for loan and mortgage officers who were able to shift from telling members "No, we can't offer you a loan," to "We can't offer approval right now, but we do have a trusted partner that can help your credit health and position you for approval on your next application."

GreenPath also helped strengthen Telcoe's ability to **help members improve their financial health** as well as rehabilitate members who are subject to collections.

Results

After more than 15 years of partnership, Telcoe has seen the benefits of working with GreenPath in almost every area of their institution.

As recently as 2026, they've used GreenPath to market "financial wellness" to prospective SEGs, helping grow membership and deepen their relationships with existing SEGs.

One of the most effective techniques that Telcoe staff use to refer members to GreenPath is the **web-based debt management calculator**. "It's the fastest way to get somebody to say, 'I'll call," says Michele Beasley.

Aside from the initial ROI benefit of using GreenPath versus hiring a certified financial counselor, Telcoe's partnership with GreenPath has generated lasting results for the institution and its members.

As of 2026

By the Numbers

1,988 Telcoe members have engaged with GreenPath for counseling. The top reasons for a call are:

- Budget help
- Credit report review
- Debt remediation support

781 members have enrolled in a Debt Management Program

Members have paid off $7,107,218 in debt

I would say the main goal that we chose to partner with GreenPath was the amount of time that our own staff was working with members. But also the fact that we're able to offer our members a solution other than 'you're denied for this loan.' That's huge."

By the Relationships

Individual members have reported paying off as much as $75k through GreenPath's debt management program.

Members who were previously denied a loan and engaged with GreenPath were able to qualify for multiple loans thanks to improved credit scores and utilization.

Loan officers at Telcoe have a proven way to support members who have been denied a loan. As a result, job satisfaction for these roles has significantly improved.

Explore A Partnership with GreenPath Financial Wellness

Trusted by 560+ credit unions, banks, and employers nationwide, a partnership with GreenPath means financial wellness for the people you serve. Connect with a representative today to learn more.

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