

From data silos to real-time member personalization

50+

Hours saved each week on outbound execution

25+

Hours saved weekly on email dashboard creation through Tableau automation

130+

Number of automated segments refreshed monthly

100+

Number of custom attributes used to personalize experiences across channels.

THE CHALLENGE

Disconnected systems, delayed data

BECU, the fourth-largest credit union in the U.S., serves 1.4 million members across Washington, Oregon, and Idaho. Despite having rich transactional data, its marketing efforts were constrained by siloed systems and outdated processes:

- Six business units operated independently, each with separate tools and no centralized member view.
- Manual processes meant data was outdated by the time it reached marketers — often taking 2 weeks to 2 months.
- Fragmented systems made campaign execution inefficient, with 18-hour jobs just to prepare outbound data.
- Strict data governance and legacy IT systems made access to accurate, up-to-date information nearly impossible for non-technical teams.

Without a central, trusted source of customer data, BECU struggled to deliver personalized experiences - impacting member engagement, loyalty, and operational efficiency.

THE SOLUTION

Clean, connected, contextual member data

To solve these challenges, BECU partnered with Amperity to create an intelligent, centralized data foundation:

- Unified 37 data sources to accurately stitch 297M records into 4.1M known members across six business lines.

"We have so much transactional data, we were constantly struggling to aggregate, update, and make sense of it. Amperity gave us a foundation we could finally trust."

"Tasks that used to take 18 hours now take less than 30 minutes. That kind of time savings lets us scale meaningful personalization across millions of members."



Jeanne Jones
VP Member Marketing

- Normalized transactional data to eliminate 10+ hours of manual formatting per dashboard.
- Applied semantic tagging to map member behavior to lifecycle stages—enabling intelligent campaign triggers.
- Built a comprehensive Member 360 that included both members and prospects, enriched with data from Azure, Snowflake, Salesforce Marketing Cloud, and Tableau.
- Introduced a sandbox environment for safe testing, with role-based governance to protect PII.

Amperity's AI-powered identity keychain allowed BECU to maintain a full context of each member across all business lines, without forcing a rigid "golden record."

THE RESULTS

Personalization at scale, powered by real-time access

Today, BECU delivers personalized, data-driven experiences across the entire member journey:

- 50+ hours saved each week on outbound execution—cutting
- 18-hour jobs down to under 30 minutes.
- 25+ hours saved weekly on email dashboard creation through Tableau automation.
- 130+ automated segments refreshed monthly based on lifecycle stage and product usage.
- 100+ custom attributes used to personalize experiences across channels.
- Predictive campaigns based on behavioral signals—like identifying potential homebuyers through home goods purchases.
- Real-time data powering journeys across web, app, email, and service touchpoints.

WHY IT WORKED

Identity that reflects member complexity

Unlike traditional approaches that flatten data into rigid records, Amperity's identity resolution preserves full member context. This enables both technical and non-technical BECU teams to act on comprehensive, real-time data—without needing custom ETL or data science support. With connected systems, governed access, and real-time insights, BECU now delivers the right message at the right time, building deeper member relationships and a foundation for smarter, more connected experiences.