

MEASURE IMPACT WITH SPRINGFOUR

SpringFour's suite of best-in-class financial health solutions provides access to more than 23,500 nonprofit and government resources. Referrals to financial health resources via SpringFour's applications increase payment performance, add brand value, strengthen customer relationships, and improve bottom lines.

INSIGHTS REPORTING



View customized data & benchmarking on referrals by category, geography, & product type. See how your financial health referrals compare to our aggregate.

EMPLOYEE IMPACT & SATISFACTION



Explore SpringFour's impact on employee satisfaction, brand reputation, customer experience, & customer savings. Custom research opportunities available.

CASE STUDIES



Demonstrate industry leadership using SpringFour with in-depth case studies.

[Explore Case Studies](#)

ESG & SOCIAL IMPACT



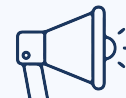
Incorporate impact metrics like number of customers served into reporting with support from our ESG experts.

FINANCIAL HEALTH TRENDS



Keep your finger on the pulse of consumer & market trends through SpringFour's impact reports & expert analysis.

MEDIA FEATURES



Amplify your focus on financial health with award, press, & media opportunities.

OppFi

BMO



CapitalOne

Mission Lane

M&T Bank

KeyBank



Oportun

Self.

enova

AVANT

PHH
MORTGAGE

FREEDOM MORTGAGE

AN INSIDE LOOK AT SPRINGFOUR'S IMPACT



MAJOR BANK

\$1.9 million projected annualized credit loss benefit

5.49X projected ROI of one-year investment

91,000 financial health referrals delivered in 12 months

90% of agents agree SpringFour helps them provide better customer experiences and increase customer retention.

86% agree SpringFour helps them feel better about their work.



CONSUMER LENDER

Nearly 85,000 referrals delivered to customers in one month.

800,000 referrals delivered in one year.

250,000 customers accessed referrals in the following quarter.

CMO stated that benefits include:

- Scales to meet customers' needs.
- Provides vetted resources customers wouldn't have known about.



MAJOR CREDIT CARD ISSUER

Agent tool rolled out in three phases.

Agents stated that benefits include:

- Variety of referral categories
- Ability to alleviate customers' financial stress
- Positive customer feedback on calls
- Increased customer trust
- Goes beyond credit card's existing payment assistance tools

Increase in payments doubled the company's expected goal.

“

"When we embarked on our partnership with SpringFour, we knew right away they were aligned with our social impact priorities. Now we're proud to share that in 2023, Oportun and SpringFour delivered more than 68,000 financial health referrals to Oportun members. With SpringFour, we're driving impact, helping lower-income families stay afloat, and putting our members confidently in control of their finances."



EZRA GARRETT

S.V.P. Public Affairs
and Impact

Oportun

"The results have been remarkable on multiple fronts. Clients who accept help have fewer future delinquencies, defaults and losses. And we've quantified multi-million-dollar savings from avoided losses for both consumers and BMO."



ANUJ VOHRA

Head of North
America Collections

BMO 