

# MEASURE IMPACT WITH SPRINGFOUR

SpringFour's best-in-class financial health solutions provide access to more than 25,000 vetted nonprofit and government resources. SpringFour referrals increase payment performance, add brand value, strengthen customer relationships, and improve bottom lines. SpringFour delivered over 8.5 million referrals in 2024.

## INSIGHTS REPORTING



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

## EMPLOYEE IMPACT AND SATISFACTION



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

## CASE STUDIES



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

[Explore Case Studies](#)

## ESG AND 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 and market trends with SpringFour's impact reports & expert analysis.

## MEDIA FEATURES



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



**WELLS FARGO**



**Mission Lane**

**OppFi**

**M&T Bank**



**Self.**



**Oportun**

**AVANT**



# 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



"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

