

How do you ensure your organization is perceived as a viable option in the marketplace?

Take advantage of networking opportunities.



CASE STUDY **EDFINANCIAL**

THE CHALLENGE

Edfinancial is a provider of outsourced servicing including call center capabilities, financial aid processing and student loan default prevention. As a former student loan provider that originated and dispersed loans to different schools, they stand apart from student services outsourcing entities. The company is made up of former finance administrators with a great deal of experience in student loan management.

When the organization decided to openly market its student loan default prevention solution they discovered it was a challenge to break into the community college market.

How could Edfinancial get a foot in the door to showcase the valuable experience that makes them a better choice for community colleges?

THE SOLUTION

A Rare Opportunity

Edfinancial entered into the HERDI engagement not with the intention of selling directly to the presidents, but to get new insight into their strategy and forge new relationships for the purpose of driving referrals. HERDI gives organizations the unprecedented opportunity to meet exclusively with community college presidents.

A Breakthrough

The chance to present the relevant industry experience behind their solutions validated Edfinancial as a viable provider in the minds of

community college presidents — and ultimately helped soften the community college market for their newest solution.



“We credit our HERDI experience with substantial responsibility for our 90 percent rate of growth.” - *Judith Witherspoon*
Senior Vice President, Edfinancial

THE RESULT

As a direct result of their HERDI experience, Edfinancial significantly expanded their footprint in the community college sector. In fact, thanks to the connections they made at HERDI, Edfinancial experienced an increase in business of 133 percent since January 2013. Judith Witherspoon, Senior Vice President of Edfinancial anticipates maintaining that 90 percent rate of growth within the community college sector, crediting the HERDI experience with “substantial responsibility for these numbers.”