

From Manual to Momentum

How Beem Credit Union Achieves a 100%+ Increase in Application Volume for its Purple Cap Awards with OpenWater

OVERVIEW

Beem Credit Union is one of British Columbia's largest provincially regulated credit unions, supporting the financial wellness of 200,000 members across 66 branches throughout the province. Through its Purple Cap Awards, backed by a \$1 million commitment, Beem provides education funding to students across British Columbia, including those who may not see themselves reflected in traditional award programs.

PROBLEM

Beem relied on a manual, individually managed bursary program. Recipient data required manual verification, mass communications lived outside the platform, and judging lacked a standardized scoring method, leaving room for inconsistency and bias between reviewers.

Applicants had to submit all documentation upfront, discouraging those who lacked materials, and unsuccessful students had to complete an entirely new application to reapply. Limited internal reporting offered little visibility into recipient data. These constraints capped application volume and uptake, prompting Beem to seek a scalable platform for a broader, more accessible scholarship experience.

AT A GLANCE

BEEM CREDIT UNION

INDUSTRY

Business

SOLUTION

OpenWater

MEMBER SIZE

200,000+

WEBSITE

beemcreditunion.ca

“ Without OpenWater, we definitely wouldn't have been able to process the volume of applications that we have. ”

- Digital Marketing Specialist at Beem Credit Union

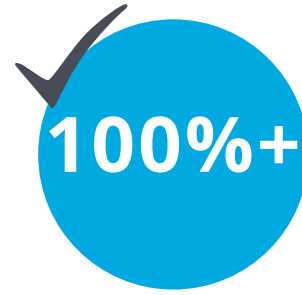
THE IMPACT



**Reduced Applicant
Inquiries/Support Issues**



**Improved Completion
Rates**



**Increase in Application
Volume**

SOLUTION

Since adopting OpenWater, Beem has seen measurable gains in efficiency, accuracy, and applicant experience. Staff now access a built-in scoring rubric to evaluate applicants consistently, while an integrated email wizard has centralized mass communications within a single system. The streamlined process has eliminated the need to resubmit a full application when reapplying, reduced manual verification work, and given staff a self-service judging portal that requires no technical training. Overall, OpenWater has enabled Beem to operate more efficiently and focus its efforts on expanding access to education funding across British Columbia.

- ✓ **Streamlined** operations, eliminating manual verification and communication workflows to improve accuracy and speed.
- ✓ **Delivered** an intuitive, self-service judging portal that allowed staff to evaluate applicants without technical training or support.
- ✓ **Freed** staff capacity and improved efficiency, allowing the team to focus on supporting applicants rather than manual processing.
- ✓ **Empowered** consistent, unbiased scoring of applicants through a built-in rubric applied to the Opportunity Award tier.

“ *We've cut out so much of the painful work for a student using OpenWater.* ”

- Digital Marketing Specialist at Beem Credit Union