

Helios™

CASE STUDY

The future of mobile banking

MX

AMERICA FIRST
CREDIT UNION

With the Helios cross-platform framework from MX, AFCU's mobile app shot from a D to an A+ in appbot ratings, and the app is showing a 4.5+ star rating in both the Apple and Android app stores — up from an average rating of 2.5 with the prior version.

This case study gives the details of how it happened.

When it comes to their mobile offering, America First Credit Union (AFCU) has one primary goal in mind: Delight their members.

This goal is why the Helios cross-platform framework from MX caught the attention of Brice Mindrum, Mobile Services Manager at AFCU. He'd been drawn to way Helios would give AFCU the ability to quickly port their app to many platforms.

From a certain perspective, offering an app based on this framework was a bold move. AFCU had been using a waterfall development approach, where programmers would make a long laundry list of changes over months and possibly years before implementing them. MX, on the other hand, uses an agile approach, releasing updates within weeks.

And yet this risk paid off.

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Here is some of the feedback AFCU has received from end users:



"Before the update the app looked old and dated. After the update it looks great! And I love the touchID!"



"This is everything a banking app should be."



"This app is unparalleled. I love how this app is intuitive and easy to use. Not only can I view all of my accounts in one place, I can easily consume my data within minutes. I also spend less time organizing my spending data, due to the amazing categorization engine that powers this app, and more time on being strategic with my budget."



"This new app is awesome. Love how I can integrate multiple accounts from multiple sources and have all the info at my fingertips."



"Best update possible. Now has everything I'm looking for in a banking app and more!"



Helios from MX enables you to make rapid iterations on your mobile app, delighting your users in the process.

Test it out for yourself.

Phone [801.669.5500](tel:801.669.5500) or email sales@mx.com

