

Digital Money Management

MX



CASE STUDY

Travis Credit Union has seen stellar results with digital money management from MX.

Travis Credit Union, the 13th largest credit union in California with more than \$2.5 billion in assets, has once again demonstrated its strong commitment to its 177,000 members by offering digital money management tools powered by MX.

On September 15th, 2016 Travis CU launched MyInsight, a digital money management tool allowing members to see all of their accounts in one place, visualize budgets, track spending, set goals and prioritize the paydown of debts.

The response from members has been tremendous. Within six weeks, Travis reported 93 percent adoption, over 700,000 visits to the MyInsight spending wheel, and 8,000 users adding external accounts. Members have begun looking at their financial picture across all institutions — checking and savings accounts, credit cards, auto loans and mortgages — with Travis serving as the hub. Active users averaged 16.3 sessions across the first six weeks of implementation.

“Marketing and customer education play such a crucial role in driving adoption of money management tools... We’re delighted to be working with Travis Credit Union and to see their members are using MyInsight to propel themselves to greater financial strength.”

- Ryan Caldwell, CEO of MX

Travis Credit Union DMM Results:

93%

Adoption over 6 weeks

8,000 

Users adding external accounts. Including 700,000 visits to MyInsight spending wheel.

16.3 

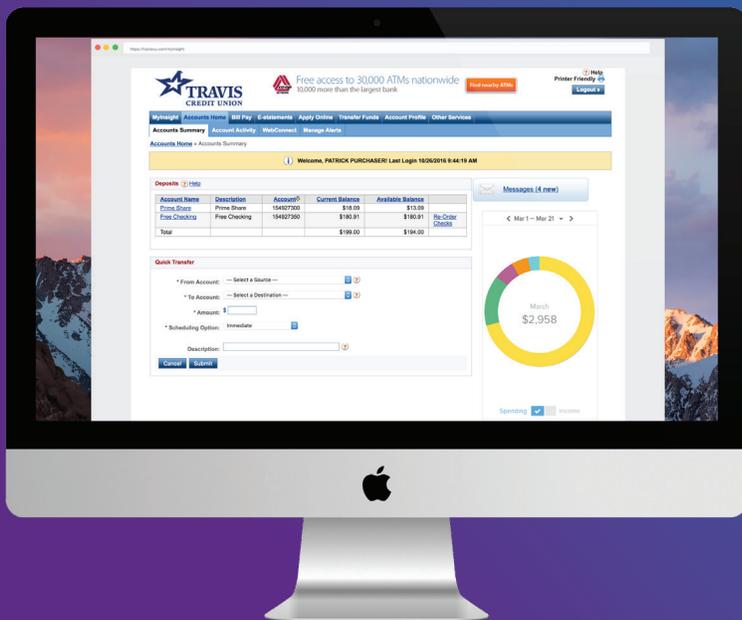
Average of 16.3 active sessions in MyInsight.
(in the first 6 weeks of implementation)

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The success of MyInsight was made possible by digital, social and in-branch messaging which was initiated before launch and sustained after. Visitors to the Travis CU website were asked if they ever wondered how much they spent on shopping or groceries. Ads highlighting money management widgets — such as spending and debts — appeared with a call to action button encouraging members to enroll in online banking so they could take advantage of these features. In-branch signage, promotional items and training videos loaded on branch iPads also increased awareness around MyInsight.

“We wanted to provide an engaging tool that allows members to take control of their finances and simplify their lives... We’re delighted that our members are not just trying out MyInsight but coming to rely on it.”

- Nav Khanna, Executive Vice President of Strategy & Innovation at Travis Credit Union



MX Digital Money Management is a great way to not only help your end user but help create greater returns for you.

Test it out for yourself.

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

