

UCCU

CASE STUDY



PRIMARY PFI

RESULTS

Using account aggregation to retain your best customers

Within one year of launching its innovative product Digital Money Manager by MX:

33% of UCCU members had adopted digital money management

20% of those users had added external accounts

4.1 external accounts each was the average number each user added

This means that tens of thousands of Utah Community Credit Union (UCCU) members are signing in to view all their finances in one place

– and, by implication, becoming less and less likely to sign into UCCU’s competitors to do so. As a result, UCCU is quickly proving themselves as the primary financial institution in their region.

“We didn’t want to bury this product in any way. Instead, we wanted to put it front and center — showing our members what they could accomplish with it, getting them to really envision how this can empower smart financial decisions and help change their money habits for the better. And after one year, that has been happening.”



BRAD NORTON
CHIEF MARKETING OFFICER
UCCU

WHY MX

A “data match” made in the same happy valley

Founded in 1956 as a university employee federal credit union, Utah Community Credit Union today serves more than 180,000 members – and counting – across Utah Valley and beyond.

“We liked MX because they were able to provide our members with the powerful digital money management tools we were looking for – as well as the data aggregation and data enhancement we needed on the back end. The fact that they were highly regarded by Q2, and were right across town from us was just icing on the cake.”

In 2014, to better serve its growing member base for the future, UCCU began looking for outside vendors to help update their online banking platform. When they learned about MX, who was not only a preferred vendor of UCCU’s core banking provider Q2, but also a neighbor in Utah Valley, the credit union found a perfect match in MX.

GOING FORWARD

Turning financial transactions into customer connections

Going forward, UCCU is excited about the member benefits that will come from having the MX mobile spending and budgeting widget baked into its Mobile Banking app – as well as using MX’s analytics tools to help UCCU do highly relevant targeted marketing to its members.

“From integration to launch and beyond, we’ve been very pleased with the experience of working with MX. We couldn’t be happier with the fact that so many of our members have started getting their financial lives in order. This partnership brings us exactly what we’re looking to deliver to our members.”



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Learn more at data.mx.com

