

# CU Increases Transactions, Member Engagement by Spicing up **Traditional Bill Payment** Functionality



## Overview

Credit union members appreciate the ease of using Allied Payment Network for their bill pay and person-to-person transactions; the adaptability to mobile offers them access wherever they are. This accessibility puts credit unions in a great position to be the full-service financial provider that many members seek, as it did for Members First Credit Union in Madison, WI.

Jenny Kutz, Vice President of Operations for Members First Credit Union, comments, "After seeing Allied Payment Network at Sharetec's Users Conference, we knew we wanted to utilize its technology for our many members whose primary relationship with the credit union is auto and HELOC loans. We thought PicturePay would be a great way to help push checking accounts to these individuals." Jenny continues, "Implementing both of Allied's services grew the number of members who use bill pay by 25% and, in turn, these members increased usage on their checking accounts. Additionally, transactions initiated through PicturePay and P2P have increased approximately 50% compared to our previous bill pay provider."

PicturePay technology allows members to pay bills and set up payees from their mobile phone by simply taking a photo of their bill. Allied's P2P solution provides real-time person-to-person transaction speed, allowing recipients to accept payments through standard ACH or in real time to their debit cards.

"The enhanced user experience PicturePay and P2P provides helps drive bill pay adoption and creates 'stickiness' with the member," comments Chris O'Brien, Vice President of Business Development for Allied Payment Network. "Sharetec has been instrumental in introducing Allied technology to credit unions like Members First and helping them realize tangible success."

Carrie Heck, Account Relationship Manager for Sharetec, comments, "Providing our clients more options when offering their members online bill payment services helps our credit unions increase their online banking interaction while keeping their members happy. Members are constantly looking for the latest tools to meet their financial needs and providing Allied's convenient and easy-to-use payment solutions on the powerful Sharetec mobile platform, is a great win for our customers."

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## Problem

Many Members First CU members used the credit union solely for their borrowing needs. The credit union needed a product that would increase checking accounts and encourage members to make the credit union their primary financial institution.

## Solution

Members First CU launched Allied Payment's PicturePay® and P2P digital payment solutions.

## Results

Transactions have increased approximately 50% through the use of Allied's PicturePay® and P2P solutions.

## Benefit

- Simplified Bill Pay and person-to-person payments
- Mobile Flexibility
- Tech Savvy Members Like Picture Pay

## About Allied Payment Network

Allied Payment Network offers a variety of online bill payment services to FIs and consumers. It pioneered the first photo bill pay solution and brings innovation to their complete product line.

## About Members First CU

Established in 1954, Members First CU is a full service community credit union located in Madison, WI.

## About Sharetec

Sharetec, a provider of both service center and in-house core software solutions, delivers a return on investment (ROI), builds income streams and lowers operating expenses for over 250 credit unions. Since its establishment in 1993, Sharetec has grown steadily, welcoming over 50 new credit union clients in the past 3 years.