

Accelerating Innovation Pipeline: Putting Digital Banking Tools in Members' Hands Faster

When eight IBM employees chipped in \$5 each to found IBM Endicott Employees Federal Credit Union, they couldn't have known that, half a century later, their little credit union would adopt a digital-first mentality in order to keep 210,000 members engaged. Today, Visions Federal Credit Union, as it's now known, sees an opportunity to help the financial lives of its members, who are spread across New York, New Jersey, and Pennsylvania, by providing them with a seamless digital banking experience that fits within the context of their day-to-day lives.



About Visions FCU

Customer since: 2018

Markets served: New York, New Jersey, and Pennsylvania

Founded: 1966, by eight IBM employees (as the IBM Endicott Employees Federal Credit Union)

Founding capital: \$40

2021 Assets Under Management: \$5.4 billion

Members: 210,000

Branches: 52



“With Q2 Innovation Studio, we can take something from inception to execution in six months or less, maybe even three months or less, which is warp speed in comparison to what we've been doing in the past.”

Tom Novak

VP and Chief Digital Officer at
Visions Federal Credit Union

Q2

Results

25-fold increase in adoption of financial management tools, going **from 1,500 members to** more than **40,000**.

Use **rich data** to offer members more **granular, substantive interactions**.

Micronotes integration resulted in **\$8M in additional deposits** with **4,300 members signing up for IDNotify** in first few months.

Tripled the **speed of its innovation** lifecycle.

Solutions

After going live on the Q2 digital banking platform in 2018, Visions put its newfound ability to innovate quickly to the test.



Integration with marketing automation tool

It sought to leverage the capabilities of Q2's Innovation Studio to integrate with fintech partner Micronotes, an AI-driven marketing automation tool for financial institutions. Lacking the internal resources to make this happen, Visions turned to Q2's Innovation Studio team to build the integration.



Modified in-house tool into new skip-payment feature

If that's not enough, Visions also used the Q2 Innovation Studio solution to easily modify its in-house Skip-a-Payment tool into a new feature called the We Care Skip, allowing members carrying loans who were facing COVID-related hardships to skip three months of payments in a row.



Integration with money-management tool

Visions and Q2 also worked together to integrate the credit union with money-management tool MX, allowing members to leverage simple, automated budgeting capabilities, and to embed Experian's IDNotify identity protection service into its digital banking experience.

For more information go to [Q2.com](https://www.Q2.com) or call (833) 444-3469.