

Dupaco Community Credit Union Drives Active and Engaged Members Using ClickSWITCH

About Dupaco Community Credit Union

Dupaco Community Credit Union is fueled by an intense desire to enrich members' lives. The company's mission is to improve its members' financial position and build valued relationships by delivering personalized financial advice, products, and services.


Benefits Summary

- Steady increase in deposits
- Increase in primary account holders
- Seamless core integration and single sign-on capabilities

Challenge

Dupaco was exploring ways to improve the member experience while also boosting deposits and increasing the number of primary account holders. The credit union implemented the **ClickSWITCH** platform in 2015. Since partnering with **ClickSWITCH**, the institution has seen a steady increase of deposits and an increase in primary account holders.

Dupaco Community Credit Union also implemented a core integration with Finastra Phoenix EFE's platform which allows for automated enrollment into the **ClickSWITCH** platform, providing a seamless experience for members and provides additional efficiencies for the institution.



“We have seen great results from using **ClickSWITCH** throughout the years, so it made sense to make using **ClickSWITCH** even easier for both our members and employees with core integration and single sign-on. We’ve continued to see results from **ClickSWITCH** and are very happy with our relationship.”

- Tami Schepler, Vice President of Member Experience,
Dupaco Community Credit Union

Solutions

- **ClickSWITCH**
- Core Integration with Finastra Phoenix EFE

Results

- Dupaco is a forward thinking institution that knew that providing a service to increase deposits and convert new primary account holders would be impactful for the institution. Dupaco partnered with **ClickSWITCH** five years ago because it liked the streamlined nature of the technology. With **ClickSWITCH**'s solution, Dupaco was able to provide convenience to new members and gain key insights into members' products utilizing **ClickSWITCH**'s robust reporting to provide better service.
- In October of 2018, Dupaco deployed core integration with Finastra Phoenix EFE to make **ClickSWITCH** even more seamless for account holders. When Dupaco implemented these solutions they saw higher use and engagement within the solution. In just a few months, Dupaco saw incredible results.

11%
increase in
active checking
accounts

82%
direct deposit
capture rate

56%
increase
in switches