

Case Study



NavyArmy Community Credit Union

Mobiliti™ from Fiserv Attracts New Members With Innovative Features, Exceptional User Experience

When NavyArmy Community Credit Union needed to replace its mobile banking solution to better meet the needs of its South Texas membership, it turned to Mobiliti to provide innovative features, a user-friendly experience and scalable technology.



To enable comprehensive functionality and remain competitive, NavyArmy Community Credit Union faced a critical need: replacement of its mobile banking provider. The issue came to a head when after a simple software update provided by a well-known mobile phone manufacturer, every one of the credit union's members using that affected phone were unable to access the NavyArmy mobile banking channel.

Calling their previous provider's inability to keep up with quickly evolving mobile technology a "huge reputation risk," NavyArmy sought a mobile banking solution that would improve uptime and reliability.

Currently using the DataSafe® account processing platform, NavyArmy selected Mobiliti to provide greater functionality, including bill pay and Popmoney® person-to-person payments, as well as an improved member experience. Members now can track the status of their mobile deposits and have just one user name and password for online and mobile banking, which provides a more consistent member experience.

Due to a hard deconversion date from the previous vendor, NavyArmy had a very structured timeline for its implementation of Mobiliti. Fiserv was able to meet the expedited timeline without any concerns.



Client Profile

NavyArmy Community Credit Union is a federally insured, state-chartered credit union with assets of \$2.3 billion and 139,547 members in South Texas and Rio Grande Valley. NavyArmy strives to provide fair rates and superior service.

Membership in the rapidly growing credit union is open to those who live, work, worship and/or go to school in eight counties in South Texas. NavyArmy experienced two charter changes in the last decade and implemented a marketing campaign to boost membership, all of which have contributed to its recent rapid growth.

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Impressive Results

The results of NavyArmy's implementation of Mobiliti have been impressive. By the one-year mark, the credit union had posted a 20 percent increase in mobile banking adoption. Members quickly began using the solution's mobile image capture feature, with mobile deposits tripling in the first year.

Bill pay and Popmoney – now available in the mobile app – have also been widely used by members, and more members are now enrolled in online banking than before the implementation. Integration with Fiserv solutions for bill pay, person-to-person payments and mobile deposit provides a more consistent member experience.

The implementation of Mobiliti has increased efficiency for the credit union's staff. With one set of login credentials to manage, staff members are able to more quickly reset passwords and troubleshoot login issues. Mobiliti provides the ability to manage deposit limits on a dynamic basis – setting higher limits based on members' needs and criteria. In addition, staff can easily track the status of mobile deposits.

Unlike many financial institutions facing increasingly empty lobbies in the digital age, NavyArmy branches are typically full to overflowing. Moving as many transactions to digital channels, including mobile banking, is key to alleviating some of its branch traffic.

"While some of our members have proven to be early adopters of technology, many live paycheck-to-paycheck and by necessity, perform a lot of transactions," said Dana Sisk, Chief Operations Officer for NavyArmy. "We want to give them plenty of options for making deposits, transferring funds, paying bills and making payments with their smartphone."

Challenge

NavyArmy Community Credit Union needed to quickly replace its mobile banking solution to improve reliability, efficiency and functionality.

Solution

The credit union implemented Mobiliti to deliver innovative, 24/7 access to mobile banking and payments services to its membership. Mobiliti provides complete functionality, including bill payments, person-to-person payments, mobile deposits and alerts. Integration with online banking and payment systems from Fiserv enables a seamless user experience across the online and mobile channels.

Proof Points

NavyArmy has realized significant returns on its investment:

- Increased mobile banking adoption by 20 percent in first year
- Tripled mobile deposits year-over-year
- Increased mobile banking users to 31 percent of online banking users
- Created internal efficiencies
- Improved uptime and reliability

Importance of Mobile Banking

NavyArmy no longer views providing a feature-rich mobile banking experience as optional. "Mobile technology is changing rapidly," said Clare Fowler, vice president of Remote Operations for the credit union. "Nearly all of your members have cell phones. If your app isn't on their phones' home screens, someone else will be."

Connect With Us

For more information about Mobiliti, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.