

Case Study



Align Credit Union

Mobile Deposit Rounds Out Digital Strategy

For almost a century, Align Credit Union has been squarely focused on meeting the unique needs of its members. To do so, the credit union has employed a digital strategy meant to give members the right tools at their fingertips 24/7. With mobile deposit powered by Mobile Source Capture™ from Fiserv, the final piece of the puzzle is in place.



Align Credit Union is a forward-thinking institution with a significant number of remote members. So it was no surprise that when mobile deposit hit the market, Align leaders knew it was something their members would want.

Align already relied on Fiserv for other technology needs, including XP2® for account processing, Popmoney® for person-to-person payments, Corillian Online® for online banking and Mobiliti™ for mobile banking. The ease and convenience that come with the integration of Fiserv products made it a simple decision to look to Fiserv for mobile deposit.

Safety First

But Align leaders wanted to ensure a high level of member security before they introduced mobile deposit to their membership. Once they confirmed they could set deposit limits and turn mobile deposit functionality on and off, they were ready.

Those features, as well as functionality such as real-time test of deposits and the deposit review tool, are important aspects of mobile deposit, said Sue Morison, SVP of Operations/COO for Align.



Client Profile

Align Credit Union was founded in 1922 as the Northern Massachusetts Telephone Workers Credit Union (NMTW) to provide better financial resources for area phone company employees and their families. By 2005, NMTW had become one of the strongest financial institutions in the region, extending membership to include anyone who lives, works or attends school in communities throughout eastern Massachusetts and southern New Hampshire. In 2013, the credit union changed its name to Align Credit Union, and today Align has \$563 million in assets and serves almost 27,000 members from eight locations.

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"We raise and change limits all the time," said Sandy Lamplough, VP of Internet Branch and Call Center. "We also require members to endorse (with the deposit review tool) for mobile deposit only. That reminds them that they already made the deposit so they don't make the deposit twice. And it also alleviates the possibility of depositing the same check elsewhere."

Mobile deposit has also been a popular feature for Align associates who use it to make their own deposits.

The Right Tool at the Right Time

Lamplough said Align leaders are pleased with the adoption rate for mobile deposit so far. In fact, it may have been the key to retaining members who were at risk of moving their membership.

"We just merged with another credit union, and a lot of those new members are very remote," she said. "We were able to retain these memberships, and we probably would've lost them otherwise."

With mobile deposit, the last piece of the credit union's digital strategy is in place, which paves the way for the future.

"When it comes to marketing our products, we have the full suite now and this will, in the future, help us grow our membership," Lamplough said. "We can only get better because of it."

Challenge

Align Credit Union has a large number of remote members, so the ability to make mobile deposits was important.

Solution

The credit union already looked to Fiserv for other technology needs, such as XP2 for account processing, Popmoney for person-to-person payments and Mobiliti for mobile banking. So it was an easy decision to rely on Fiserv for mobile deposit.

Proof Points

Align leaders have been happy with the adoption rate of mobile deposit, and credit union employees appreciate its convenience. The capability helped Align retain remote members the credit union gained in a recent merger.

Connect With Us

For more information about mobile deposit powered by Mobile Source Capture, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.



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